

Comercio Electrónico Orientado a Emprendemento

Aspectos clave da xestión dunha tenda online (3)

Dani Cerqueiro

@danicerqueiro

www.danicerqueiro.eu

Exercicio: Configurar unha tenda en Shopify

3- Aspectos loxísticos

Settings



General

View and update your store details



Shipping

Manage how you ship orders to customers



Files

Upload images, videos, and documents



Payments

Enable and manage your store's payment providers



Taxes

Manage how your store charges taxes



Sales channels

Manage the channels you use to sell your products and services



Checkout

Customize your online checkout process



Notifications

Manage notifications sent to you and your customers



Account

Manage your accounts and permissions, and view your billing information

Paso 1: Configuración completa.

< Settings

General

Store details

Shopify and your customers will use this information to contact you.

Store name

Account email

We'll use this address if we need to contact you about your account.

Customer email

Your customers will see this address if you email them

Store address

This address will appear on your invoices. You can edit the address used to calculate shipping rates in your [shipping settings](#).

Legal name of business

Phone

Street

Apt, suite, etc. (optional)

City

Postal / ZIP code

Country

Province

Paso 2: Configuración general (1).

@danicerqueiro

danicerqueiro@gmail.com

www.danicerqueiro.eu

Standards and formats

Standards and formats are used to calculate product prices, shipping weights, and order times.

Timezone

(GMT+01:00) Europe/Madrid

Unit system

Metric system

Default weight unit

Kilogram (kg)

Currency

Euro (EUR)

[Change formatting](#)

EDIT ORDER ID FORMAT (OPTIONAL)

Order numbers start at #1001 by default. While you can't change the order number itself, you can add a prefix or suffix to create IDs like "EN1001" or "1001-A."

Prefix

#

Suffix

Your order ID will appear as #1001, #1002, #1003 ...

Paso 3: Configuración general (2).

Accept payments

Enable [payment providers](#) to accept credit cards, PayPal, and other payment methods during checkout.

Your store accepts payments with: PayPal Express Checkout.



Your store accepts PayPal payments with [PayPal Express Checkout](#). A PayPal button will display during checkout.

After your first sale, PayPal will email you at danicerqueiro@gmail.com with instructions for setting up a PayPal Merchant account and claiming your funds.

Using: PayPal Express Checkout

Edit

Accept credit cards

Accept credit card payments during checkout by choosing a payment provider. This can be used in conjunction with other payment solutions such as PayPal Express Checkout.

Select provider



Allow your customers to make purchases using payment and shipping information stored in their Amazon account with [Amazon Pay](#).

Activate

Alternative payments

Accept alternative payment methods from services that take customers out of your store's checkout to pay.

Select additional payment method

Manual payments

Provide customers with instructions to pay outside of your online store. Choose from cash on delivery (COD), money order, bank deposit, or create a custom solution.

Activate custom payment

Paso 4: Pagos.

Checkout

Style

Customize the style of your checkout

Upload your store's logo, change colors and fonts, and more.

[Customize checkout](#)

Customer accounts

Choose if you want to prompt your customer to create an account when they check out.

- Accounts are disabled**
Customers will only be able to check out as guests.
- Accounts are optional**
Customers will be able to check out with a customer account or as a guest.
- Accounts are required**
Customers will only be able to check out if they have a customer account.

Customer contact

Choose which contact methods your customers can use to check out and receive updates. [Learn more.](#)

Primary contact method

- Customers can check out using either their phone number or email**
Customers who choose to check out using their phone number will get order updates by SMS. This means that their email may not be collected during checkout.
- Customers can only check out using email**

Additional contact method

- Customers can choose to add a phone number or email to receive shipping updates after they complete their order.**

Paso 5: Checkout (1).

Form options

Choose whether your checkout form requires extra information from your customer.

Full name

- Require last name only
- Require first and last name

Company name

- Hidden
- Optional
- Required

Address line 2 (apartment, unit, etc.)

- Hidden
- Optional
- Required

Shipping address phone number

- Hidden
- Optional
- Required

Paso 6: Checkout (2).

Order processing

Change how your store responds to checkout and order events. [Learn about order processing.](#)

While the customer is checking out

- Use the shipping address as the billing address by default
Reduces the number of fields required to check out. The billing address can still be edited.
- Require a confirmation step
Customers must review their order details before purchasing.
- Enable address autocompletion
Gives customers address suggestions when they enter their shipping and billing address.

Ask for permission to send promotional emails to customers from your store

- By default, customer agrees to receive promotional emails
Customers who accept will be added to the "Accepts Marketing" group
- By default, customer doesn't agree to receive promotional emails
- Disable and hide this field

After an order has been paid

- Automatically fulfill the order's line items.
- Do not automatically fulfill any of the order's line items.

After an order has been fulfilled and paid

- Automatically archive the order
Fulfilled orders will be automatically removed from the open orders list.

Additional scripts

Any customizations you'd like to appear on the order status page of the checkout. [Learn more at the Shopify Help Center.](#)

Paso 7: Checkout (3).

Checkout language

Your store's checkout page is displayed in Spanish

[Manage checkout language](#)

Refund, privacy, and TOS statements

These statements appear in the footer of your checkout page.

You can generate these policies using a sample template. These sample templates are not legal advice and by using them you [agree to this disclaimer](#).

Refund policy [Generate sample refund policy](#)

Maximum text size 64KB

Privacy policy [Generate sample privacy policy](#)

Maximum text size 64KB

Terms of service [Generate sample terms of service](#)

Maximum text size 64KB

Paso 8: Checkout (4).

Shipping

Shipping origin

The address used to calculate shipping rates.

Shipping from

[Edit address](#)

Caracoles para todos
Travesía de Almirante Eulate, 6, 3º Izquierda
15011 A Coruña
A Coruña
Spain
655679169

Zones and rates

Use [shipping zones](#) to choose the regions that you ship to. Define your [shipping rates](#) for each zone that will show up during checkout.

Review your [tax settings](#) after adding a country to a shipping zone.

Shipping zones


[Add shipping zone](#)

 DOMESTIC Spain	Edit
Standard Shipping 0.0 kg – 5.0 kg	€10.00
Heavy Goods Shipping 5.0 kg – 20.0 kg	€20.00
 REST OF WORLD (240 countries)	Edit
International Shipping 0.0 kg – 20.0 kg	€20.00

Packages

The [package sizes](#) you use to ship your products. Weight and dimensions of the default package are used when calculating shipping rates at checkout.

Saved packages

 Sample box
30 x 20 x 15 cm, 0.188 kg

[Edit](#)

Additional shipping methods

Other ways to get your products to your customers.

Enable third-party calculated rates at checkout

Your current plan doesn't offer this feature. Upgrade your plan to enable calculated shipping rates using custom accounts from FedEx, UPS and apps.



[Upgrade your plan](#)

[Learn more](#)

Dropshipping and fulfillment services

If you want to use an external service to fulfill and ship your orders for you, add a dropshipping service.

[Add dropshipping service](#)

[Learn more](#)

Paso 9: Envío.

Add shipping zone

Zone name

e.g. North America, Europe

Customers won't see this

Countries

Add countries

Add countries to this zone that you ship to.

Price based rates

Add rate

Add rates based on the price of a customer's order. [Learn more](#)

Weight based rates

Add rate

Add rates based on the weight of a customer's order. [Learn more](#)

Calculated rates

Add rate

Add rates from your shipping carriers and apps. These rates can be adjusted by a percentage or a flat fee to cover handling costs. [Learn more](#)

Paso 10: Añadir zona de envío.

< Settings

Taxes

Tax settings

Change the way taxes are calculated on your store.

All taxes are included in my prices

If selected, all taxes will be calculated using this formula:
 $\text{tax} = (\text{tax rate} * \text{price}) / (1 + \text{tax rate})$. For example: £1.00 at 20% VAT will be £0.17 (rounded).

Charge taxes on shipping rates (US shipping taxes automatically calculated)

[Enable EU Digital Goods VAT Tax rates.](#) [Learn more.](#)

Save

Tax rates

A list of all the tax rates for the countries you ship to. To add a country to this list, [go to Shipping settings](#) and click on Add a country.

[Need help setting up taxes?](#)

Destination	Country Tax Rate	# Overrides [?]	Sub-regions
 Rest of World	0%		
 Spain	21%		52 provinces

Paso 11: Impuestos.

Notifications

Customer notifications

These notifications are automatically sent out to the customer. Click on the notification template to edit the content. See also the [templates variables documentation](#).

Customize

Order

Order confirmation	Sent automatically to the customer after they place their order.
Order canceled	Sent automatically to the customer if their order is canceled (if you select this option).
Order refund	Sent automatically to the customer if their order is refunded (if you select this option).
Draft order invoice	Sent to the customer when a draft order invoice is created. You can edit this email invoice before you send it.
Abandoned checkout	Sent to the customer if they leave checkout before they buy the items in their cart. Configure options in checkout settings .
POS and mobile receipt	Sent to the customer after they complete an in person order and want to be emailed a receipt.

Shipping

Fulfillment request	Sent automatically to a third-party fulfillment service provider when order items are fulfilled.
Shipping confirmation	Sent automatically to the customer when their order is fulfilled (if you select this option).
Shipping update	Sent automatically to the customer if their fulfilled order's tracking number is updated (if you select this option).
Shipment out for delivery	Sent automatically to the customer after the status of their fulfillment changes to out for delivery
Shipment delivered	Sent automatically to the customer after the status of their fulfillment changes to delivered

Customer

Customer account invite	Sent to the customer with account activation instructions. You can edit this email before you send it.
Customer account welcome	Sent automatically to the customer when they complete their account activation.
Customer account password reset	Sent automatically to the customer when they ask to reset their accounts password.
Contact customer	Sent to the customer when you contact them from the orders or customers page. You can edit this email before you send it.

Paso 12: Notificaci3n (1).

Order notifications

Get notified by email whenever a new order comes in. You can also subscribe to the [RSS feed](#) for this store's orders.


[Add an order notification](#)

Templates

New order	Sent to order notification subscribers when a customer places an order.
New order (mobile)	Sent to mobile notification subscribers when a customer places an order.

Notification

Send email to "Daniel Cerqueiro García" <danicerqueiro@gmail.com>

[send test notification](#) [Disable](#) 

Desktop notifications

Get desktop notifications when you receive a new order. This setting only applies to your current browser — you must have the Shopify admin open in this browser to receive desktop notifications.

[Enable desktop notifications](#)

Webhooks

You can subscribe to events for your products and orders by creating web hooks that will push XML or JSON notifications to a given URL.

[Create webhook](#)

You haven't created any webhooks yet























Paso 13: Notificaci3n (2).

Files

Upload files

All

Filter files

<input type="checkbox"/>	File	URL	Size	
<input type="checkbox"/>	 mobile-receipt-visa.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	2.52 KB	
<input type="checkbox"/>	 mobile-receipt-storecredit.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	3.59 KB	
<input type="checkbox"/>	 mobile-receipt-mastercard.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	3.14 KB	
<input type="checkbox"/>	 mobile-receipt-giftcard.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	3 KB	
<input type="checkbox"/>	 mobile-receipt-discover.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	2.72 KB	
<input type="checkbox"/>	 mobile-receipt-diners.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	2.89 KB	
<input type="checkbox"/>	 mobile-receipt-debit.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	2.23 KB	
<input type="checkbox"/>	 mobile-receipt-customesale-icon.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	2.13 KB	
<input type="checkbox"/>	 mobile-receipt-cash.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	3.66 KB	
<input type="checkbox"/>	 mobile-receipt-amex.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	3.82 KB	
<input type="checkbox"/>	 mobile-receipt-shopify.png	https://cdn.shopify.com/s/files/1/2476/5954/files/m	20.7 KB	

Paso 14: Ficheiros.

< Settings





Sales channels

Installed sales channels

Sales channels let you sell to your customers online, on mobile apps, through social networks, and in person.

Go to your sales channels to manage them individually. [View online store preferences](#)

Add sales channel

	Sales channel	Available products	Status	
	Online Store	1	Installed	
	Point of Sale	1	Installed	



Learn more about [sales channels](#).

Paso 15: Canais de envío.

Account

Account overview

View our [terms of service](#) and [privacy policy](#).

[Compare plans](#) with different features and rates.

Member since	Current plan	Account status
Oct 21, 2017	Basic Shopify/Monthly	Active

Grow your business by upgrading to the Shopify plan

- Give your customers the ability to purchase a [gift card](#) for someone from your store.
- Recover lost sales by automatically sending an email with a link to an abandoned shopping cart.
- Analyze and gain insight into your products and orders with [Professional Reports](#).
- Better shipping label discounts
- 5 staff accounts

[Upgrade plan](#)

Billing information

A summary of your account's current payment method.

BILLING INFORMATION	BILLING ADDRESS
Visa 8037 Expires 3 / 2021	Travesía de Almirante Eulate, 6, 3º Izquierda A Coruña A Coruña 15011 ES

[Change credit card](#)

Accounts and permissions

Account owner

[Daniel Cerqueiro García](#)
 Last login was Saturday, October 21, 2017, 7:33pm CEST

Staff accounts (0 of 2)


Customize what your staff members can edit and access. You can add up to 2 staff accounts on this plan. [Compare plans](#).

[Add staff account](#)

Paso 16: Configuración da conta (1).

Login services

Allow staff to use external services to log in to the Admin.

Name	Description
 Google Apps	Allow staff to use Google Apps to log in to the Admin? (disabled) edit

Invoices and fees

Access your store's account summary and review your monthly invoices.

Your next invoice will be sent to danicerqueiro@gmail.com on November 4, 2017. [Learn more about your invoice.](#)

If you reach \$50.00 in outstanding charges at the end of a day, or \$60.00 in outstanding charges in total, an invoice will be issued immediately. [View outstanding charges.](#)

Account summary


An overview of your fees and payouts, including outstanding charges, shipping fees, and Shopify subscriptions.

[View Shopify account summary](#)

You don't have any invoices yet

Your invoices will be shown here once you have paid your first bill.


Store status



ASK AN EXPERT

Our Shopify Experts can help you customize your store or give you advice on how to boost sales.


[Browse Experts](#)



PAUSE YOUR STORE

Take a break from selling at a reduced plan price. Your settings will be saved until you're ready to sell again.

[Pause store](#)



CLOSE YOUR STORE

Turn off your online store and sales channels. They'll be saved for 30 days if you change your mind.

[Close store](#)

Paso 17: Configuración da conta (2).

Dropshipping

Dropshipping

O *dropshipping* é unha variante de comercio electrónico na que a loxística tradicional transformouse: a tenda online encargase de xestionar a atención ao cliente, a facturación, e a xeración de bases de datos, mentras que a empresa maiorista almacena, empaqueta e envía os artigos a nome do comercio online.

Recurso: Guía completa de Dropshipping -

<https://es.shopify.com/blog/12377277-guia-completa-de-dropshipping>

4- Administración de venta e xestión da relación co cliente

Customers

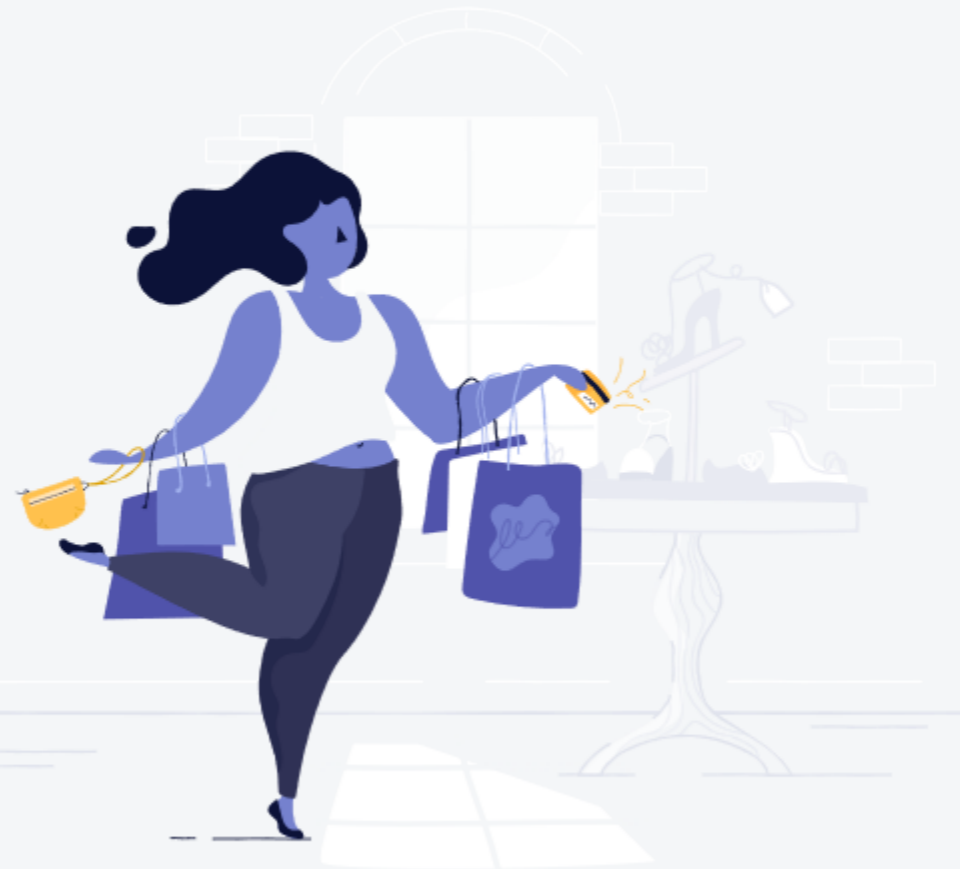
[↑ Import customers](#)

Understand your customers

When a customer places an order, you'll find their details and purchase history here.

[Add customer](#)

[Import customers](#)



Paso 1: Configuración de usuarios.

< Customers

Add customer

Customer overview

First name

Last name

Email

Phone

Customer accepts marketing

Customer is tax exempt

Address

The primary address of this customer.

First name

Last name

Company

Phone

Address line 1

Address line 2

City

Zip/postal code

Country

Province

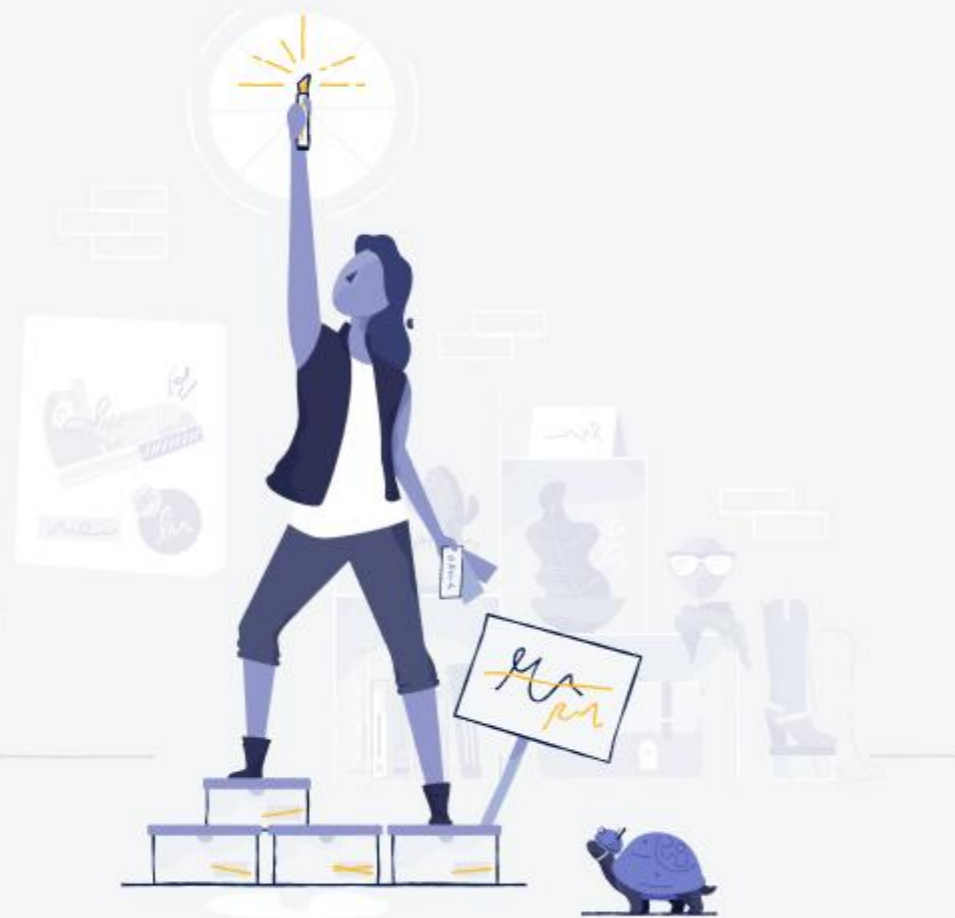
Paso 2: Añadir usuarios.

Discounts

Create a discount

Boost sales and reward your loyal customers with discounts.

Create discount



Paso 3: Configuración descuentos.

< Discounts

Create discount code

Discount codes Generate code

e.g. SPRINGSALE

Customers will enter this discount code at checkout.

Options

Discount type: Percentage discount

Discount value: %

This discount requires a minimum purchase

Applies to

Entire order

Selected collections

Selected products

Customer eligibility

Everyone

Selected groups of customers

Usage limits

Limit number of times this discount can be used in total

Limit to one use per customer

Active dates

Start date: 2017-10-22

Start time (CEST): 11:40am

Set end date

Summary

No information entered yet.

PERFORMANCE

Discount is not active yet.

Paso 4: Crear descuento.

Overview dashboard

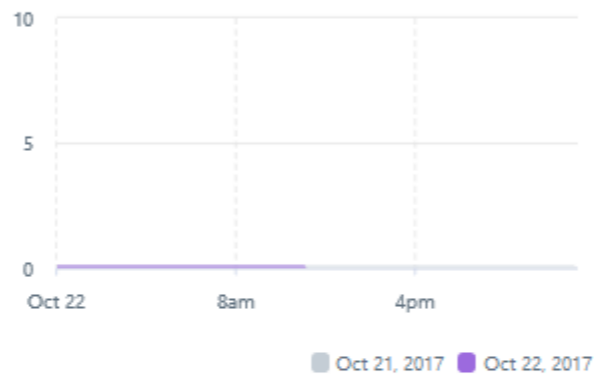
Today compared to Oct 21, 2017

Total sales

€0.00

-

SALES OVER TIME



Total online store visits

0

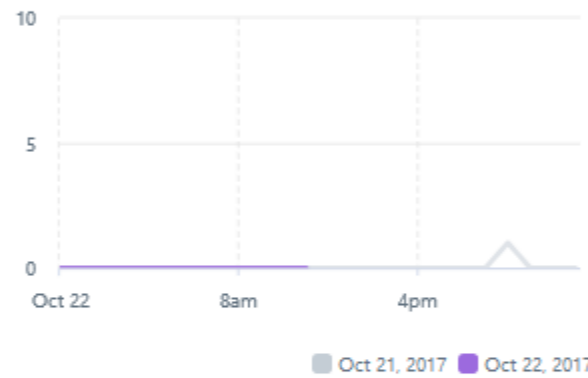
↓ 100%

Visitors

0

↓ 100%

VISITS OVER TIME

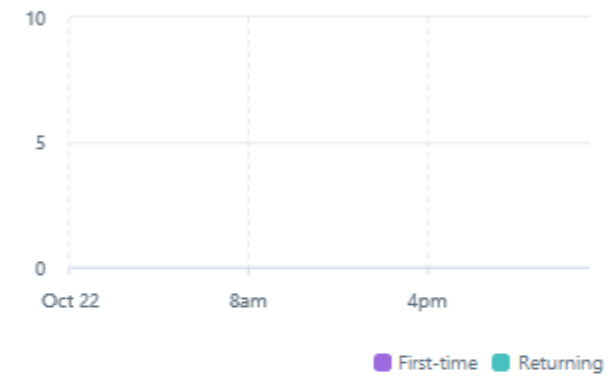


Repeat customer rate

0.00%

-

CUSTOMERS



Online store conversion rate

0.00%

-

CONVERSION FUNNEL

Added to cart

0 visits

0.00%

-

Reached checkout

0 visits

0.00%

-

Purchased

0 orders

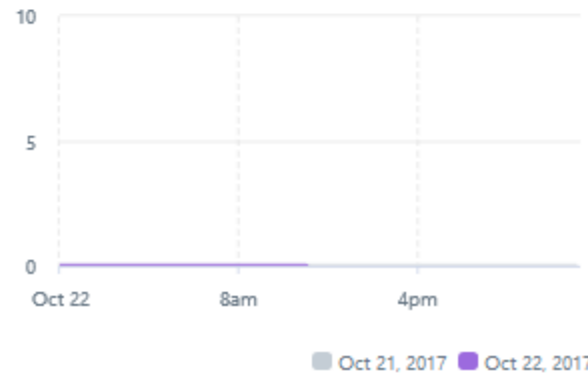
0.00%

-

Average order value

€0.00

-

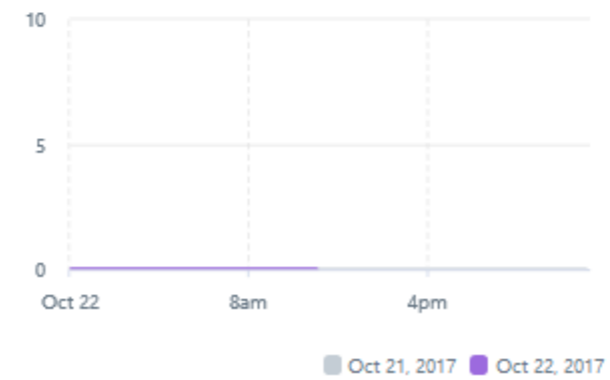


Total orders

0

-

ORDERS OVER TIME



Top products by units sold

Paso 5: Estadísticas.

Reports

Acquisition

Increase visitor engagement by knowing where your visitors are coming from and measuring the success of your campaigns.

VISITORS LAST 30 DAYS

1

REPORTS

Visits over time	1 visitor
Visitors by referrer	1 referrer

[Show all](#)

Behavior

Improve your store by understanding how visitors move through your site.

REACHED CHECKOUT LAST 30 DAYS

0

REPORTS

Top online store searches	0 searches
Top online store searches with no results	0 searches

[Show all](#)

Finances

View your store's finances including sales, returns, taxes, payments, and more.

TOTAL SALES THIS MONTH TO DATE

€0.00

REPORTS

Finances summary	
Total sales	0 orders

[Show all](#)

Marketing

Gain insights into where your online store customers are converting from.

SALES ATTRIBUTED TO MARKETING LAST 30 DAYS

€0.00

REPORTS

Visitors by marketing campaign	0 campaigns
Sales by marketing campaign	

[Show all](#)

Get more reports

Upgrade your plan to receive additional sales, customer, and marketing reports to help you understand and grow your business.

[View upgrade options](#) [Learn more](#)

Paso 6: Reportes.

Graciñas

Dani Cerqueiro

@danicerqueiro

www.danicerqueiro.eu