



Get Your Website Ready for the Holidays

Best Practices for Website Merchandising

December 6, 2022



A g e n d a

1. Importance of having an easily shoppable website
2. Include best sellers on your home page
3. Using CTA buttons
4. Include local products that are available
5. Include various price points
6. Custom Add-Ons
7. Q+A



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Importance of having an easily
shoppable website



88%

Of shoppers will not return to a website after a poor first experience

35%

Revenue increase gained by sites with good user experience

2.6

The number of seconds you have to grab the users attention on site



Conversion
Rate



Average
Order
Value



Retention
Rate



Brick & mortar principles apply online

- Window Display = Website Homepage
- Store Layout = Website Layout
- In Store Signage = Site Navigation (Menus)
- Checkout Line Merchandising = Online In Cart Up-Sells



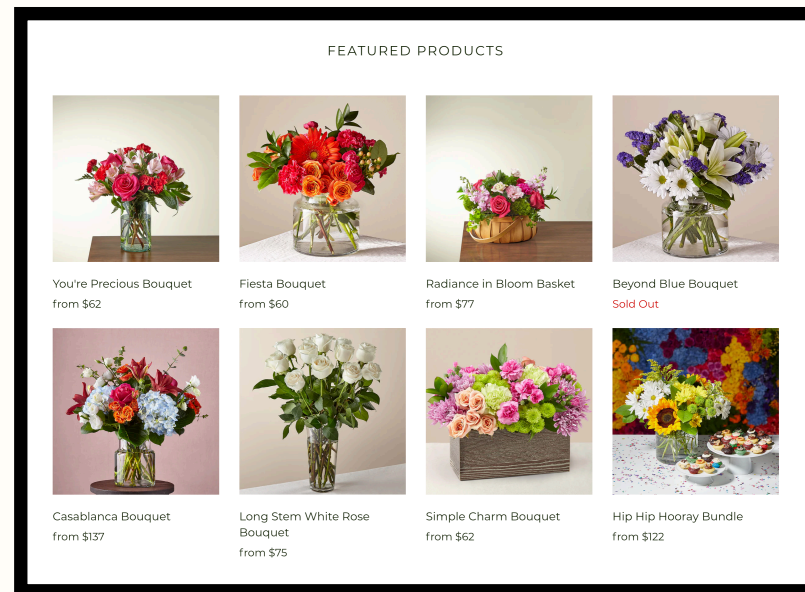
Include best sellers on your
homepage




INCLUDE YOUR BEST SELLERS ON THE HOMEPAGE

Maximizing conversion from your 'Featured Products' by;

- Regularly review your top-selling products report in the analytics section
- Update based on the season / holiday selling period
- Include special deals you have on offer






Milk Bar Collection

Award-Winning, Mouthwatering Cakes, Cookies, Truffles and more delivered from Kiss Floral to your door. It is the perfect bundle to say Happy Birthday, Thank you, or Congratulations to that special someone. Send Milk Bar's famous cake, truffles, or cookies locally in Claymont and surrounding areas. Bundle it with our best-selling Best Day Bouquet arranged with the freshest flowers available - including roses, lilies, sunflowers and more!

[SHOP MILK BAR NOW](#)



Baked by Melissa Collection

Deliver some sweetness combined with bold fresh blooms. Kiss Floral has Baked by Melissa bite-sized cupcakes ready to deliver for any occasion. Say Happy Birthday or Congratulations with these decadent treats iced by hand paired with our best-selling Hello Sunshine or Fiesta Bouquet. All our Baked by Melissa combos are available for same day delivery in Claymont and surrounding areas! These are treats you will be sure to love!

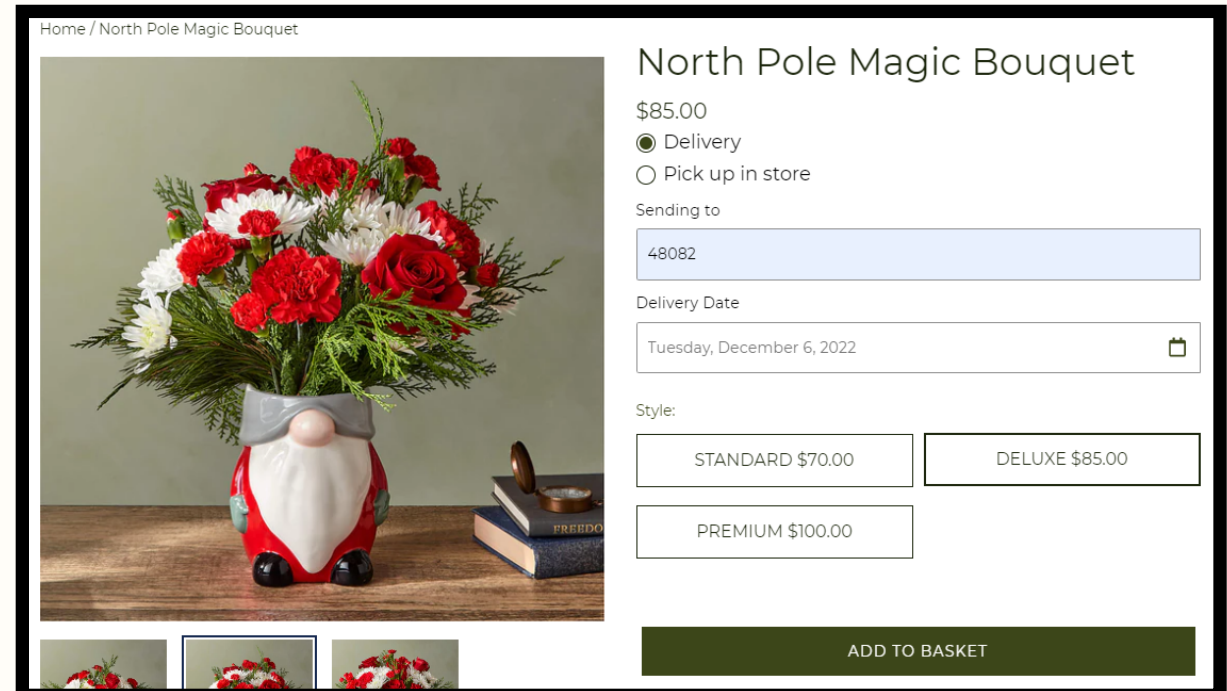
[SHOP NOW](#)

Using CTA Buttons



CTA Best Practices

- Make the next step in the journey obvious
- Use 'Action' related words / psychological cues
- Bold colors that contrast the background
- Get creative with your CTA's and test different options



Include local products that are
available

INCLUDE LOCAL PRODUCTS THAT ARE AVAILABLE



- Photograph and upload new local products and offers on site as soon as they're available
- Customers want access to the same experience online that they get in store
- Having products available for local delivery enhances the overall customer experience and leads to increased conversion and retention



Include Various Price Points

INCLUDE VARIOUS PRICE POINTS






Best Practices

- Ensure both high price and low price items are visible in prominent areas
- Highlight available discount codes clearly on home page
- Use 'Strike-Through' pricing

FREE SHIPPING TO CANADA ON ORDERS CA\$100+

Man Woman Fine Custom Leather Watches Sample Sale

Black Friday Ends Tonight
20% Off Everything
Online & In-Store
Use code BLACK2022


		
Bauble Bloom Bouquet	By the Candlelight Centerpiece	Tinsel Town Bouquet from \$60
\$90 \$69 On Sale	\$119 \$99 On Sale	

Custom Add-Ons





CUSTOM ADD ONS


- Custom add-ons / up-selling can increase revenue up to 43%
- Boost customer retention by showing products they didn't know they needed
- Create your own add-ons to supplement options
- Dictate what add-ons appear based on the items selected in cart. 'Frequently bought together'


 Birthday Brights Bouquet Qty: 1

Make your gift extra special with add-ons:


 **Adorable Plush Bear** \$21.99

 **Festive Mylar Balloon** \$6.00

 **Delicious Box of Chocolates** \$19.99

 **Greeting Card** \$4.99

Birthday (\$4.99) v

 **Milk Bar Assorted Cookie Tin - 6 pack - flavors may vary** \$27.00

[UPDATE BASKET \(1\)](#)

[Continue shopping](#)

Questions?

Key Resources

- Shopify Plus Academy
 - <https://plusacademy.shopify.com/>
- Shopify Help Center
 - <https://help.shopify.com/en>

Shopify Plus Academy

Grow your brand with resources that cover everything from ecommerce best practices to technical integrations.

Browse by topic

- Getting started
- Store design
- Operations
- Marketing and sales
- Internationalization

Featured courses [View all courses](#)

- 2022 Holiday Prep Course**
Marketing and sales
New course! Get ready to sell more with this year's 2022 holiday season.
1 lesson 35 min 0% complete
[Start course](#)
- Shopify Tools to Accelerate your Social Commerce**
Marketing and sales
New course! Understand the available Shopify social tools and how they fit into your business's social strategy.
1 lesson 12 min 0% complete
[Start course](#)
- Migrating to B2B on Shopify Plus**
Marketing and sales
Ready to see how B2B selling meets the power of Shopify Plus? Migrating to B2B on Shopify will help bring your DTC and wholesale selling into one platform and one store.
7 lessons 33 min
[Start course](#)

Shopify Help Center

Search the documentation

FTD



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Appendix

How to update 'Featured Products' collection on the Home Page:

- See the step by step instruction to the right
- For further info on Collection and a video tutorial, visit the link below:
- <https://help.shopify.com/en/manual/products/collections/manual-shopify-collection#create-a-manual-collection>

Add a product to existing collections from its details page

You can add a product to one or more existing manual collections from the product's details page.

Steps:

Desktop

iPhone

Android

1. From your Shopify admin, go to [Products](#).
2. Click the product that you want to add to a collection.
3. In the **Collections** section, select one or more existing collections.
4. Click **Save** to add the product to all the selected collections.

Remove products from a manual collection

Desktop

iPhone

Android

1. From your Shopify admin, go to **Products > Collections**.
2. Click the name of the collection that you want to update.
3. In the **Products** section, click the beside every product that you want to remove from your collection. This doesn't delete the product from Shopify.

How to edit CTA buttons

1. Go to Admin > Sales Channels
2. Click Online Store > Themes
3. Current Theme > Customize
4. Select the page you'd like to edit from the drop-down menu at the top middle of the screen
5. Click on the section of the page which houses the button you'd like to edit
6. On the right hand side menu you will see options to edit the button color, text, border and what it links to

(See screen shot to the right which shows an example of where to find this)

The screenshot displays the Shopify theme editor for a 'Flower Shop' website. The main content area shows a banner for 'Making Spirits Bright' with a 'SHOP CHRISTMAS FLOWERS' button. Below the banner is a 'FEATURED PRODUCTS' section with three flower bouquets. The right-hand side shows the 'Image with text overlay' settings panel, where the 'Button label' is highlighted in red and set to 'Shop the fall collection'.

See this link for more info on using the theme editor:

<https://help.shopify.com/en/manual/online-store/themes/customizing-themes/edit>

How to create and upload your own local products:

- Photograph the product - here is a guide to take great photos:
 - <https://www.shopify.com/ca/blog/12206313-the-ultimate-diy-guide-to-beautiful-product-photography>
- Upload the product following these instructions (short video tutorial included):
 - <https://help.shopify.com/en/manual/products/add-update-products#add-a-new-product>

The screenshot displays the 'Add product' interface in Shopify. The main content area is divided into several sections:

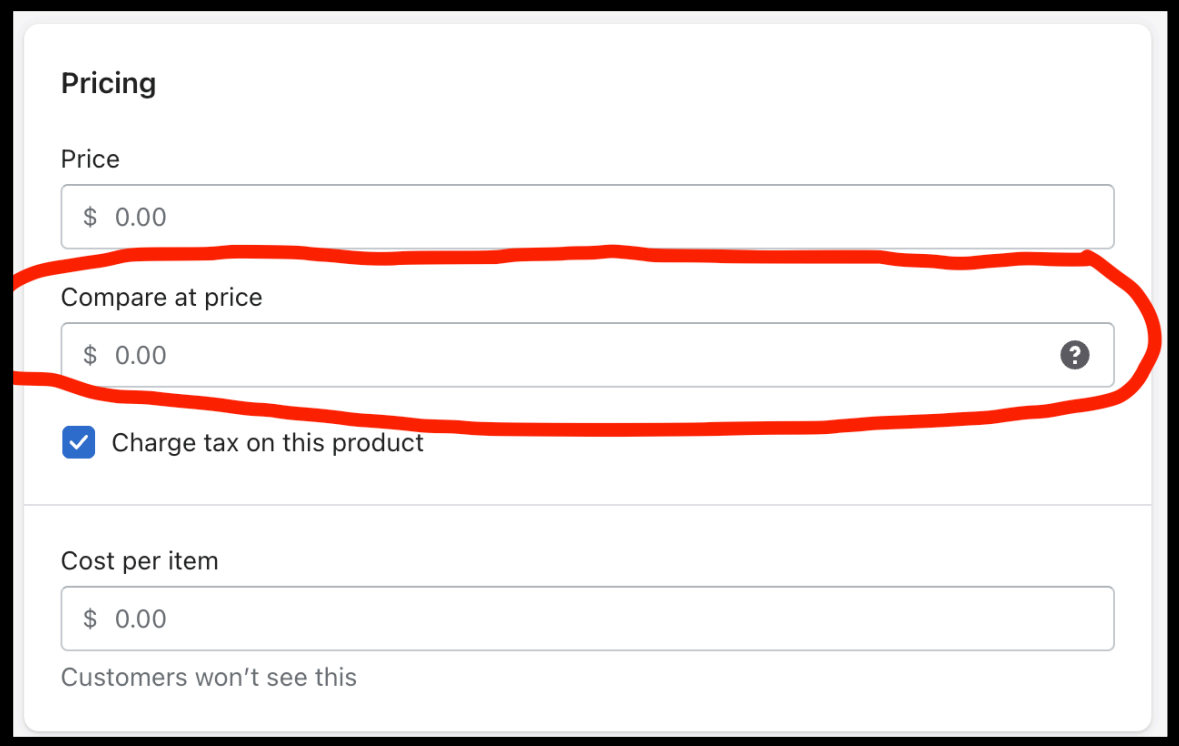
- Title:** A text input field containing 'Short sleeve t-shirt'.
- Description:** A rich text editor with a toolbar (Paragraph, Bold, Italic, Underline, Text color, Background color, Bulleted list, Numbered list, Link, Image, Video, Embed, Code) and a large text area.
- Media:** A dashed border box containing 'Add files' and 'Add from URL' buttons, with a note: 'Accepts images, videos, or 3D models'.
- Pricing:** Fields for 'Price' (\$ 0.00) and 'Compare at price' (\$ 0.00), with a 'Charge tax on this product' checkbox checked.
- Cost per item:** A field for 'Cost per item' (\$ 0.00) with a note: 'Customers won't see this'.

On the right side, there are three panels:

- Product status:** A dropdown menu set to 'Active', with a note: 'This product will be available to 5 sales channels.'
- SALES CHANNELS AND APPS:** A section with a 'Deselect all' link and a list of checked options: 'Online Store' (with a 'Schedule availability' link), 'Inbox', 'Shop', 'Wholesale', and 'Facebook & Instagram'.
- Product organization:** Fields for 'Product Category' (with a search box), 'Product Type' (with 'e.g., T-Shirt' as an example), 'Vendor', 'Collections', and 'Tags' (with a 'Manage' link and a search box).

How to show strike through pricing on a product listing:

- Go to Admin > Products
- Click on the product(s) you'd like to update pricing for
- Scroll down to pricing
- Set the 'Compare at price' to the original (non-discounted) price
- Set the 'Price' as the new (discounted) price
- More info here in the link below:
- <https://help.shopify.com/en/manual/discounts/sales#set-a-compare-at-price-for-a-product>



Pricing

Price

\$ 0.00

Compare at price

\$ 0.00 ?

Charge tax on this product

Cost per item

\$ 0.00

Customers won't see this