

Setting up a Simple Website with Shopify

Once you have your Shopify account and you have installed a theme, the next thing to do, is to put the basic structure in place. After that you can use the Oberlo app to import products from Aliexpress.

Basic Structure

Add a header image if your theme has one. Some theme do not have headers and some do.

Create ‘Collections’ – these are categories. For example, you might have:

Men

Women

Girls

Boys

Or you might have:

Dogs

Cats

Other pets

Or you might have:

Kitchen

Bedroom

Bathroom

Living room

Add the legal pages to the footer:

Terms and Conditions

Privacy Policy

Returns and Refunds

Add a 'Contact Us' page to the footer and on the contact us page, put a contact form and a physical address

So the above covers the main structure for your website. Since you are not selling from the site, there is no need to set up a payment processor, or shipping rates or anything of that nature.

Next, you can populate your site with products using the Oberlo plugin.

Once you have done all of this, you might want to spend a little time on the customization settings of your theme, in order to make the site look reasonably attractive. You are not trying to impress anyone, but at the same time, you don't want it to look terrible!

The final thing you should do, is to attach a domain name to your website.

This is really important, so I suggest to go to Namecheap or Godaddy and purchase one for around \$10. You will then need to follow Shopify's instructions to attach the domain to your website. Alternatively you can purchase a domain from Shopify, but it will cost a little more.

Note: You need to upgrade from the free trial to the paid plan before you can attach a domain

You should not need to spend any more than 1-2 days at most doing all this, but it will give you a website presence to show to wholesalers if they ask.