Shopify Manual

Document Purpose

Procedure for adding and maintaining listings on our new Shopify website.

Product Creation

Add a New Product

Note if the Product should be a Variation, or added to a Variation.
Products > **Add Product**

Title

> *Product Title*

Description

The format is as follows:

A short paragraph describing the product. Use [Chat AI](#) when appropriate.

Includes:
> List the contents of the product. Includes is an H2

Features:
> List top features/specifications. Features is an H2

Media

Main Image, followed by as many additional images as we have (3 - 5 is ideal_

Pricing

Price	Generally MAP, though there are exceptions.
Compare-at-price	Populate when we have MSRP [or used in [Specials](#)] If the item is a Bundle or does not have MSRP, use *Price* + 35%
Product type	Populate with the correct, existing Product Type
Vendor	Populate with the correct Brand
Collections	These are automatically populated, no need to add them unless we make exceptions.
Tags	Only include Tags we have agreed upon using Tag List: Digital Manual Demo / Open Box

Minelab Military Discount
Garrett Military Discount
Special

Quantity can be updated or will be automatically updated.
Shipping Weight Populate accurate product weight

Digital Product or service is only used when creating Digital Products

Variants   Used in certain circumstances. See The Variant guide for full details.
When we use Variations:
Colors
Count
Language

Note: When using Color Variations, it can be to our advantage to name the Variant the most accurate color, but also an HTML color for color swatches to automatically be present when browsing our pages.
Valid names: https://htmlcolorcodes.com/color-names/

Publishing > Sales Channel

Important to Note:
Minelab PKSDs may not be included in other Markets, this means we need to exclude them from Google Shopping and Facebook/Instagram Shopping.
To do:
In the Listing, click the 3 dots next to **Publishing** and select **Manage sales channels**.
Ensure **Google & You Tube** is unselected.
Ensure **Facebook & Instagram** is unselected.
Click **Done**.

Meta Fields

Meta Fields facilitate landing page filters, custom Collections, and house data previously belonging to Attributes on SD: WooCommerce.

When creating a new listing, not all Meta Fields can be accessed, so you will need to save the listing and return to complete any required fields.

Required Meta Fields by Product Type:

*NOTE - Currently, these "**Required**" are based on enhancing the functionality of the platform and filters.

**NOTE - If you use Duplicate to create a product, be sure to adjust any Meta Field Values that need to be adjusted.

***NOTE: Where appropriate, add Products to the **Related products** meta field.
  Eg. For the CKG Scoops, I added the Carbon Fiber Scoop Handles in this Field
  For Metal Detector Bundles, add the bundles not represented in this field, for each.

Archery
  Color
Books & Reference Materials
  Books & Reference Type
  Compatible *Brand MD* (if applicable)
Carry Bags - Pouches & Covers
  Bag Type
  Compatible *Brand MD* (if applicable)
  Color
  Padding
Clothing & Apparel
  Apparel Type
  Color
Coils
  Compatible *Brand MD* (if applicable)
  Coil Type
  Coil Build
  Coil Shape
  Wireless
  Color
  Water Resistance
Headphones
  Compatible *Brand MD* (if applicable)
  Color
  Headphone Type
  Headphone Jack Type
  Parts & Accessories Type [IF Cables OR Headphone Adaptor]
  Water Resistance
  Wireless
Metal Detecting Parts & Accessories
  Compatible *Brand MD* (if applicable)
  Color
  Material
  Parts & Accessories Type
Metal Detectors [MANY fields should be populated for MDs, Duplicating existing listings is a good start.]
  Detector Type

Related Products
Populate with the other Bundles for the same Metal Detector
Metal Detector Category
Search Coil Type
Skill Level
Water Resistance
Pinpointers
Color
Pointer Style
Water Resistance
Prospecting
Color
Material
Prospecting Type
Scoops & Diving Tools
Color
Handle Type
Material
Shovels, Diggers & Picks
Shovels, Diggers & Picks Type
Color
Handle Type
Material
Tumblers & Cleaning
Tumblers & Cleaning Type

After Saving the Product, you must update the **Dimensions**.

Dimensions -
More Actions > **Dimensions**
Input the Length, Width, and Height of the Product
Note: When Duplicating a product to create a listing, you will still need to add the Dimensions.

Digital Manuals

Products Manuals reside:
Dropbox > Resources > product_manuals > *Brand Name* > *Product*

Add Product

Title is *Brand Metal Detector* Manual Digital
Eg.
Minelab Equinox 600 800 Instruction Manual Digital

Note: This can vary depending on if it is a Digital Book, A Digital Manual, a Digital Quick Start Guide, etc.

Description is
Brand Metal Detector Manual Digital
As soon as your order is completed with your digital *Brand Metal Detector* Instruction Manual, you'll be able to download the digital file(s) from the confirmation page, confirmation email, or from your account.

Pricing is 0.00

SKU is *Brand Metal Detector* Manual *Language*
Eg: minelabequinox600800manualen

Barcode (ISBN, UPC, GTIN, etc.) is blank

Shipping
Select **Digital product or service**

Variations can be set, for each Language available. Currently, include when available:
English
Spanish
French
Chinese

The **Option** name will be Language

Tags
Digital Manual

Images
The English version cover will be the main image. Each Variation, if present, will be a different Language Cover

Create Image

Open a new 2000 x 2000 canvas in Photoshop
Open the first page of the.pdf to get the image from
Drage the image from the .pdf into your 2000 x 2000 canvas
Resize and center
Save the image
brand_product_*cover_*language
Eg. minelab_equinox600800_cover_es

Add Digital files:

Apps > **Digital Downloads**
Search the *SKU*
Click **Add digital files**
Click **Add files**
        Note: If you have Variations you will upload the .pdf for each language variation
Digital Instruction Manuals can be found on Dropbox > Resources > product_manuals > *Brand Name* > *Product*
New Manuals should be housed here as well
Click **Save**

Removing Listings

Images

Images are in **Content** > **Files**
It's a good idea to delete the images when deleting a listing.
VERIFY - The files are only being used by the listing you are deleting.

Coupon Codes

Shopify > **Discounts**
Here you can view all existing Coupon Codes

Create a Coupon

Click **Create discount**
Select the type of Discount
Enter the **Discount code**
    -    Keep it simple
Enter the **Value** and ensure you have the correct discount type
Select a **Specific collection** or **Products**
        This is important because we want to make sure the discount is available on the correct items
Enter Minimum purchase requirements if applicable
Maximum discount uses
Select **Combinations** > **Other product discounts** if this coupon can be combined
Enter the **Start date** (to schedule, or leave it to start immediately) and the **end date** (if applicable).
Click **Save**

Finds Stories

Products > **Gift Cards**
Click **Issue Gift Card**
Enter 5.00 for the **Initial Value**
Click **Set expiration date** and set from a year from the date of issuing
Add **Notes** - Finds Story - *email address*
Enter *email address* in the **Customer** field and select
Click **Activate**

Enter the **Discount code**
    -    Keep it simple
Enter the **Value** and ensure you have the correct discount type
Select a **Specific collection** or **Products**
         This is important because we want to make sure the discount is available on the correct items
Enter Minimum purchase requirements if applicable
Maximum discount uses
Select **Combinations** > **Other product discounts** if this coupon can be combined
Enter **Start date** (to schedule, or leave it to start immediately) and **end date** (if applicable).
Click **Save**

Gift Cards

Products > **Gift Cards**
         Gift Cards expire 5 years after issue date.

Web Site Configuration

Filters

Filters are used for Categorization on the product pages.
Filtering on a page is contingent on the proper product or meta fields being populated.
It's important to populate meta fields for new products, so using Duplicate when creating a listing for a new metal detector field may be the wisest way to start a listing.

This also means do not populate meta fields on products in a category where we do not want the filter to appear on the page.
For example. Clothing would not have the **Compatible** *Brand* meta field populated.

Meta Fields

IMPORTANT - Meta Fields are important because they drive some collections and MANY of the sidebar filters. When creating a product, please check the Product Attributes.

They are essentially the Attributes used in the WooCommerce version of our wesbite,

Strive to be accurate when populating the required attributes.
Some will have drop-downs of specific values. If so, and you believe a value should be added, please bring it up.
See Required Meta Fields here:
[02a - Product Creation: Product Attributes](#)

    Color

Possible additions can be seen here: [NEW SD: KiTi swatch color](#)

Locking Meta Fields

With the way the meta values imported over, some values are causing duplicate values shown in filters. The best practice appears to be locking the available values of the Meta Field, which is best because any free-forming will cause inconsistency and defeat the purpose of the sidebar filters.

Go to the Meta Field you want to lock. Click it and click **Go to definition**,
Toggle the box for **Limit to preset choices**
Add each acceptable value. Press **Enter** after each.

Once you have the list of values, click **Save**.
You will now likely get a screen with a list of Invalid metafield values for the metafield you locked.
On this screen, you will edit each listing, ensuring each appropriate value is selected in each drop-down.
Once complete, click **Save** and all the listings will be updated, and the filters will no longer be duplicated.

Landing Pages

Brands

Title is the Brand Name
Description is a brief description of the company
Image is the Brand Logo
    Also, click **Image** to enter the *Brand Name* for slow loaders or the visually impaired
Conditions

Product vendor is equal to *Brand Name*

Specials

The Specials landing page is made up of blocks of Collections, namely, a *Brand* Specials Collection.
For a Product to be included in these Collections, it simply needs the **Special** tag and a correct *Product Vendor*.

The important thing to note here is, that when Specials end, remove the Special tag, and when they begin, add the Special tag.

When Pricing Specials
Copy the **Price** into the **Compare-at price** field
Enter Sales Price into the **Price** field
Save listing.

*NOTE Specials should always have a **Compare-at Price**

Brand Metal Detector Page

There must be a New Template for each Brand Metal Detector Landing page:
Eg. minelab-metals-detectors

Each Page must have the template assigned in Assign Theme Template

Metal Detector Pages

There must be a New Template for each Metal Detector Landing page:
Eg. fisher-f11-metal -detector

Each Page must have the template assigned in Assign Theme Template
    Wash each page
    Remove Table
    Use <p></p>

Template uses tab(grid)
Link Collection
Do not manually add a Title (it populates from the Collection Title)
Title orientation gets changed to Left
One tab(grid) per Metal Detector base configuration:
Eg. 1 tab(grid) for each:
F11 Metal Detector 7" Concentric Coil
F11 Metal Detector 11" DD Coil

Why? Because it will create a tab for each Collection and we want them all shown on the page.

Collections

Shopify > **Products** > **Collections**
Click Create collection
In **Title**, name the Collection in a clear manner
Supply an appropriate, SEO Rich **Description** using the ChatGPT Tool, then editing for accuracy.
Select **Manual** or **Automated**, depending on the purpose.
Use **Conditions** to filter down to exactly what you want to see in the Product list.
Click **Save**.
Verify that the included items are exactly what you want.

New Metal Detector or Pinpointer?
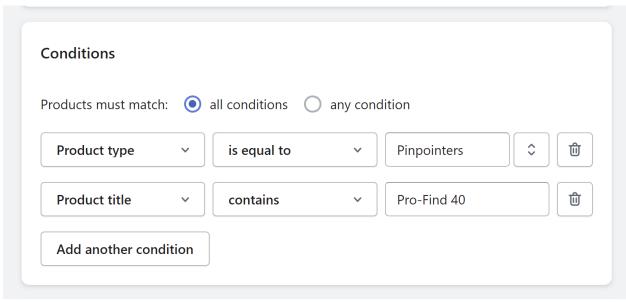
Create a Collection for the Product

Shopify > **Products** > **Collections**
Title is *Brand Product* [Eg. Minelab Pro-Find 40]
Include an SEO Rich **Description** generated from AI and edited for accuracy
For **Conditions**, you can include the **Product type** and data from the **Product title** to include all of the new items and their bundles.
EG:

Conditions

Products must match: ⦿ all conditions   ◯ any condition

| Product type ⌄ | is equal to ⌄ | Pinpointers | ⇕ | 🗑 |

| Product title ⌄ | contains ⌄ | Pro-Find 40 | | 🗑 |

Add another condition

Add the Collection to the appropriate Landing Page

Shopify > Online Store > Customize
Add the *Product Collection* to the appropriate page