

SaleHoo

THE PROFITABLE SHOPIFY STORE PLAYBOOK

The step-by-step process to financial success



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Dropshipping was supposed to be simple.

You built a nice-looking Shopify store, found a cool product, fine-tuned your branding, and then...

- Nothing happened.
- No sales.
- No life-changing second income.
- No handing in your resignation at your 9-5.

Just a generous slice of humble pie and that creeping feeling that you might not be able to pull this off.

This is the moment most newbie dropshippers call it quits.

Why? Because they've been told that all it takes is a pretty store and the right product. We've all seen the headlines...

"How To Create a Shopify Dropshipping Store in Under 10 Minutes"

Here's the thing.

If you really could create a Shopify store in 10 minutes and watch the sales flood in, everyone would be doing it.

We'd all be billionaires building our own rockets to Mars.

But there IS money to be made with dropshipping (as in, a lot of money).

You just need a genuine roadmap...

In this guide, you'll get the roadmap to create a **profitable** Shopify store.

We'll walk you through the process step-by-step, including how to:

- Choose the right theme
- Brand your store
- Upload products
- Write compelling product descriptions
- Set up email campaigns and pop-up promotions

You'll also get resources that show you how to **find the right products** and **drive traffic to your store**.

By the time you finish this guide, you'll be ready to launch a dropshipping store that gets sales.

Let's dive in.

The seven store-sabotaging mistakes newbies make

Most newbies will make at least one of seven common, store-sabotaging mistakes when they start with Shopify.

So we're going to give you the intel to avoid them all.

Let's go.

MISTAKE 1: Giving up too early

All those "Set up a Shopify Store in 10 minutes" guides are lying to you.

It takes time to build a winning store. And it's more than 10 minutes.

If you have some experience setting up websites, you can build a store that will generate sales in less than a day.

If you are a complete beginner, it may take a couple of days to get your site to the same standard.

But **Shopify is the easiest platform** to get started with. And with the right automation tools, you can speed things up.

For example, uploading products is one of the most time-consuming tasks.

But with the SaleHoo Dropship integration, you can find and upload pre-vetted AliExpress products to your Shopify store in a few clicks.

AliExpress is the wild west of suppliers, and there's a lot of scammers carrying faulty products. SaleHoo filters out the scammers for you, so you can quit the guesswork and find a profitable product from a reliable supplier in a few clicks.

So bookmark this page, set aside a weekend or a few evenings, and get ready to build your store.

MISTAKE 2: Trying to do it alone

Nothing kills motivation like a blank template and no guidance for what to do with it.

But you're about to side-step the blank page abyss. We'll break down the process into small manageable chunks. You'll learn what to do first and why.

MISTAKE 3. You Think You Need To Know Coding (You Don't)

You can get a Shopify store fully up and running without any coding knowledge whatsoever.

Installing a theme is as easy as clicking a button. And customizing your store? As easy as setting up a social media profile.

If you can follow simple instructions, you'll be fine.

MISTAKE 4. Information overload

There's so much information out there it's easy to get so overwhelmed you end up going in circles.

But if you focus on the platform and spend a bit of time exploring, you'll find it super easy.

Plus we'll show you everything you need to know to get your site off the ground in this guide, including which are the best themes to use.

MISTAKE 5. Getting app happy

Apps are a simple way to add functionality to your store.

Like the idea of a custom FAQ page?

There's an app for that.

Want to create a loyalty program for your store?

There's an app for that.

You get the idea...

The problem is that there are over **6,000 Shopify apps** to choose from. And too many apps will slow down your loading speed to a crawl (which can be bad for SEO).

So how do you know which ones to use?

Generally, you should keep the number of apps on your store under 10.

Later in the guide, we'll reveal the best Shopify apps for dropshipping.

MISTAKE 6: Platform flip-flopping

Have you been thinking about launching a store for a while?

If you've already done a bit of research, you'll likely have come across the two biggest platforms for eCommerce.

WooCommerce and Shopify.

So which is the best platform?

There's no right or wrong answer here.

It depends on your experience level and how willing you are to spend time learning how to create a store.

WooCommerce is much more technical than Shopify.

You'll need to have some knowledge of WordPress - some coding basics will also go a long way if you choose this platform.

In contrast, Shopify is accessible to everyone. Its features are all in-built and beginner-friendly.

If you want to build your store quickly and focus on selling products rather than site maintenance and design, Shopify is the better option.

In the next section of the guide, we'll explore the key features of Shopify to help you decide if the platform is right for you.

MISTAKE 7: Not knowing if your product will sell

Lots of beginners fall into the trap of thinking, “the more products I sell, the more likely shoppers are to find something they want to buy.”

Next thing you know, you’ve got a store full of products no one’s buying.

Successful dropshipping stores **narrow in on a specific niche**.

You need to find the right products, verify the demand, and promote them to the right audience.

Once you know what sells best, increase your marketing budget and see what happens.

It’s much easier to sell a few winning products than to try and promote a huge range.

Need a hand finding products? [Check out this guide](#) containing six actionable tactics to find lucrative dropshipping products.

Shopify Basics - Is It the Right Platform for You?

Shopify is one of the biggest eCommerce platforms. And it makes it super-easy to build an online store.

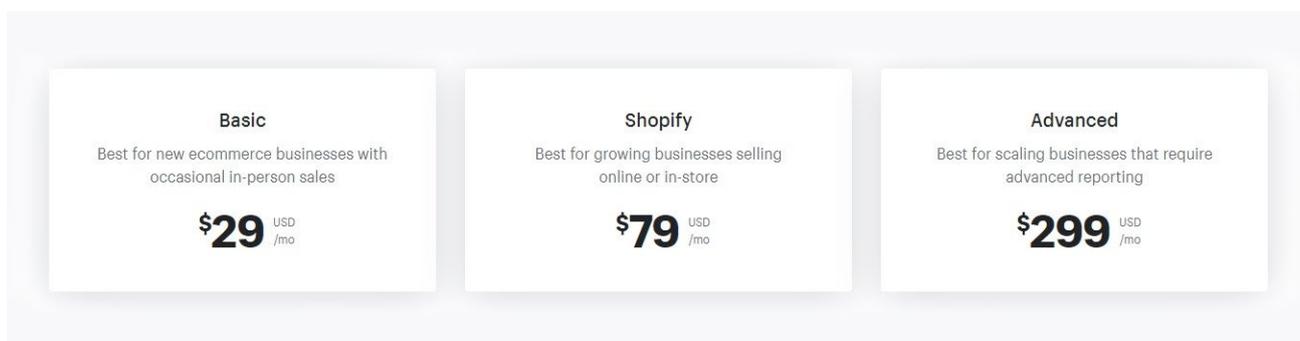
But it's not the perfect platform for everyone.

Let's take a closer look at the most important features, so you can decide if Shopify is right for you.

How much does it cost?

Shopify offers three pricing tiers.

The Basic plan will cost you \$29 per month, rising to \$299 for the Advanced plan.



You get a few extra features with the higher plans, but the main difference is the transaction fees.

- **Shopify Basic:** 2.9% + 30¢ per online transaction
- **Shopify plan:** 2.6% + 30¢ per transaction
- **Advanced Shopify:** 2.4% + 30¢ per transaction

Shopify Basic is the best option for a new dropshipping store.

The 2.9% + 30¢ transaction fee can mount up and eat into your profits when you have a high turnover. But you can always upgrade your plan later when you increase your sales volume.

Keen to **save on Shopify costs**? There is a way...

If you opt for a 2-year plan, you can get a 20% discount. There's also a 10% discount for 1-year plans.

Many dropshippers start with a monthly plan and never switch to a yearly plan.

That's money left on the table.

Test out the platform with a monthly plan. But when you're sure the platform is right for you, make the switch to a yearly plan.

Is it secure and reliable?

The short answer: Yes.

Shopify comes with built-in security to keep your store secure. It even automatically updates everything to make sure your site isn't vulnerable.

It's also compliant with the Payment Card Industry Data Security Standards (PCI DSS) for payment security.

PCI DSS is an information security standard that stores need to meet to accept Mastercard, American Express, and Visa payments.

Shopify provides free SSL certificates to all stores hosted on the platform. This encryption protocol keeps all data sent from visitor web browsers to your server secure.

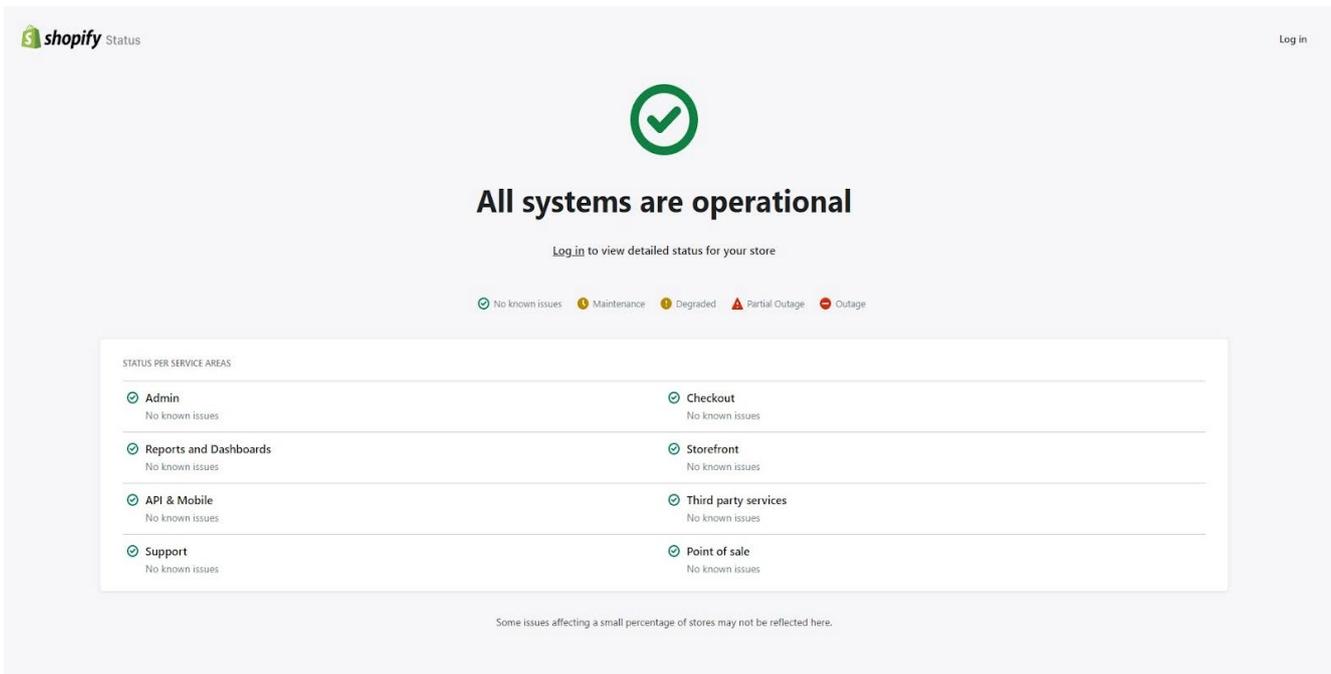
SSL is important for search engine optimization (SEO) and conversions.

You can also add additional security apps to your Shopify store, including automated backup apps that help you recover your store if something goes wrong.

What about reliability?

Shopify promises a 99.8% uptime.

This means your customers will be able to access your store without any issues 99.8% of the time.



shopify Status Log in

All systems are operational

[Log in](#) to view detailed status for your store

✔ No known issues ⚠ Maintenance ⚠ Degraded ⚠ Partial Outage ❌ Outage

STATUS PER SERVICE AREAS	
✔ Admin No known issues	✔ Checkout No known issues
✔ Reports and Dashboards No known issues	✔ Storefront No known issues
✔ API & Mobile No known issues	✔ Third party services No known issues
✔ Support No known issues	✔ Point of sale No known issues

Some issues affecting a small percentage of stores may not be reflected here.

To put the 99.8% uptime in perspective, you can expect your store to be down for around 1,000 minutes per year.

That's about average for web hosting. Most providers maintain a 99.8%-99.9% uptime.

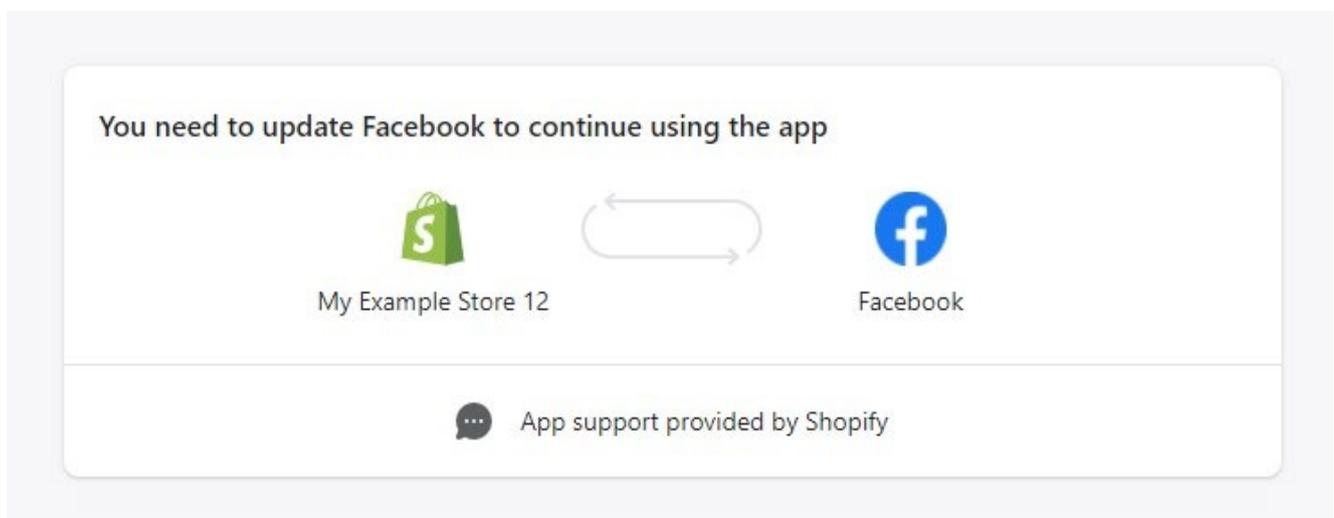
Does it integrate well with social media?

With 97% of Gen Z shoppers using social media as their primary source of purchasing inspiration, you better believe Shopify is onto it.

The people at Shopify know that social media is an incredibly powerful tool for eCommerce.

And they've made sure Shopify users can capitalize on that.

Which is why you can easily connect your store with your Facebook Shop and set up a Facebook Pixel.



This will allow you to sync your Shopify products to create ads, shoppable posts, and launch remarketing campaigns on Facebook and Instagram.

There are additional integrations for Snapchat and Twitter.

Shopify is also the first eCommerce platform to bring shopping tabs to TikTok.

Users can buy directly from your TikTok storefront or click a tagged product and be directed to the checkout process on your Shopify store.

This is a pilot scheme for select merchants. But you can expect this feature to be rolled out in full sometime soon.

Alongside the built-in social media integrations, there are a bunch of third-party apps.

You can use apps to automate social media posting, create competitions, and lots of other cool stuff to boost engagement and sales.

How does payment collection work?

Let's talk about how you get paid.

Super important, right?

Shopify Payments is the default payment collection option. It's simple to set up, and it makes it easy for your customers to quickly check out and pay you.

The transaction fees will depend on your Shopify plan.

You get lower rates with the more expensive plans. But it's really only worth it if you have a high sales volume.

Shopify Payments allows you to add PayPal Express and Amazon Pay to your checkout. This can be a great way to speed up the checkout process for your customers.

Shoppers that have their details saved with these providers can check out within a couple of clicks.

Fast checkout process = more sales.

However, Shopify Payments is only available in certain territories.

You can find the complete list of territories supported [here](#).

If Shopify Payments isn't an option, there's a huge range of third-party payment providers you can add to your store, including:

- PayPal
- Worldpay
- Stripe
- Klarna
- Amazon Pay

If you sell products prohibited by Shopify Payments, like CBD oils and some beauty products, you'll need to use a third-party provider.

You can find the full list of Shopify Payments prohibited products [here](#).

The biggest downside of using a third-party provider is that you'll be paying extra transaction fees.

You'll have to pay the Shopify fee and the fees charged by the third-party provider.

Those transaction fees can sting.

How easy is it to customize my store?

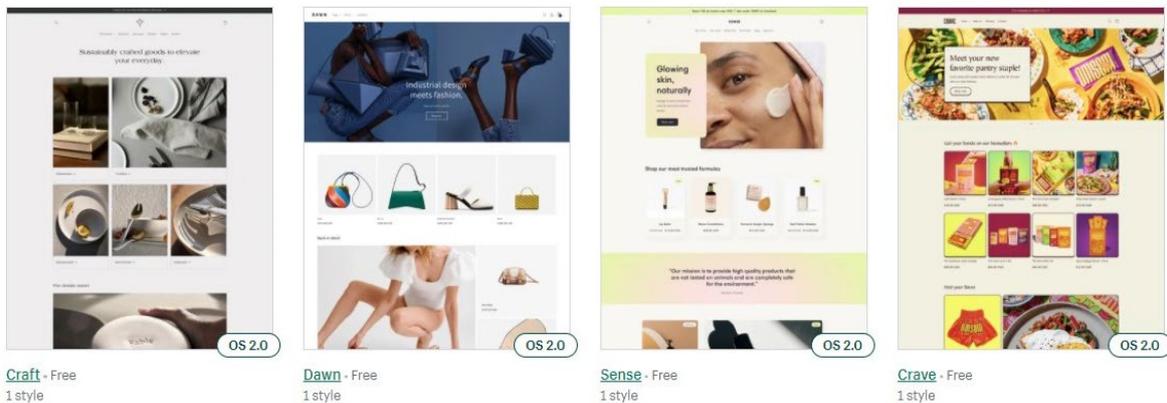
Shopify has a handful of professional and modern store themes. The templates are all responsive, so they look great on all devices.

The only problem is that there aren't many of them.

At the time of writing, there are only four free templates to choose from.

Explore free themes

Made with core features you can easily customize—no coding needed. Get started fast with templates for your industry.

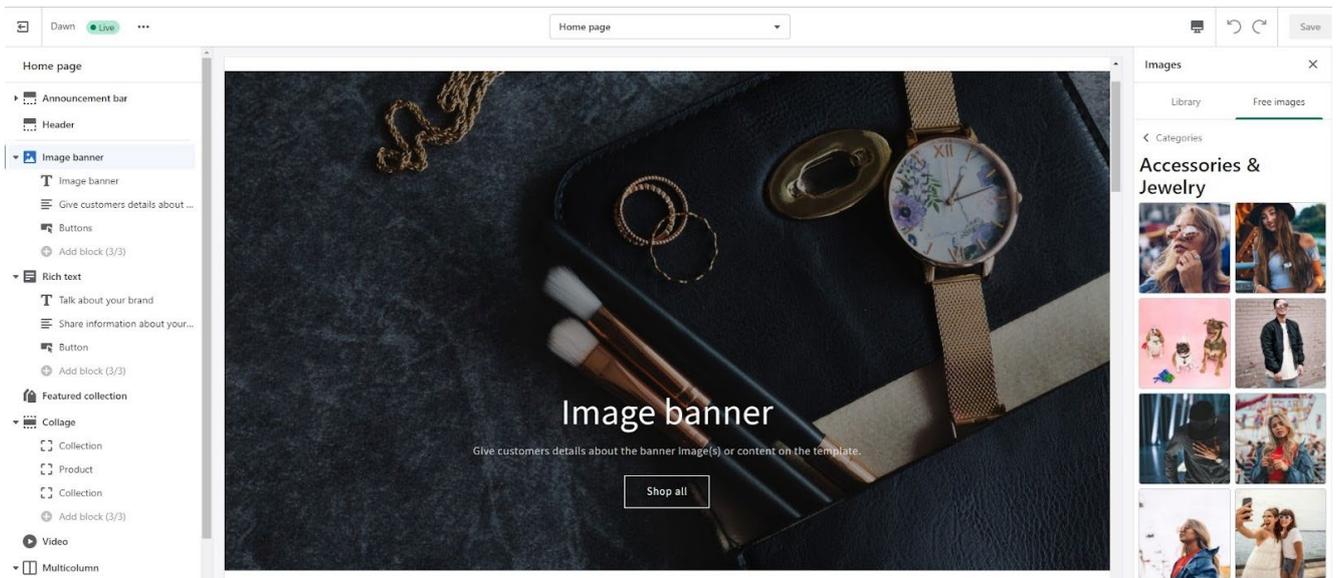


You can use a paid Shopify theme, but that's going to cost you \$140+. There are some cheaper options on third-party marketplaces like ThemeForest.

The good news is that it's really easy to customize your template.

Even if you choose one of the four free themes, you can quickly make it your own.

Change the color scheme, fonts, and other store elements to match your branding.



There's also a vast range of free stock images you can add to your pages.

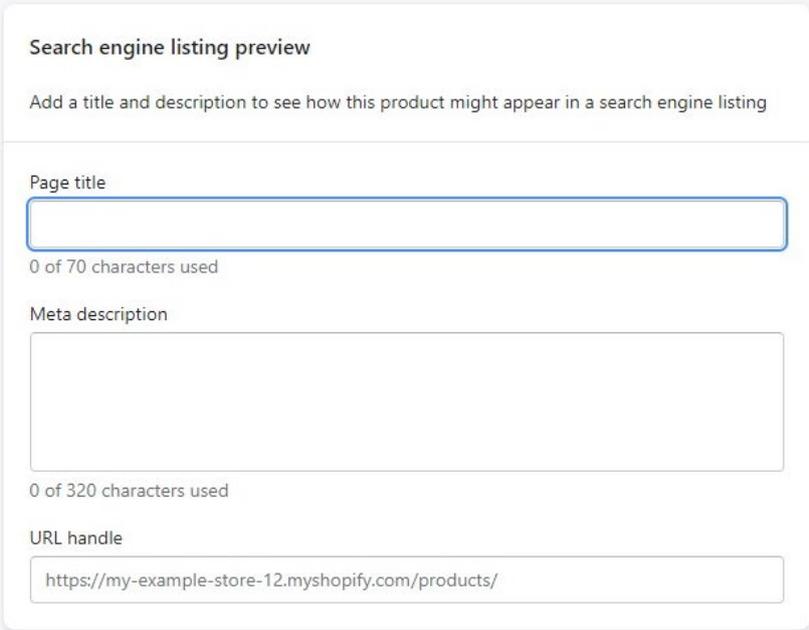
You can also add and remove content blocks on each page to change the layout - although you are limited to the theme sections.

What about SEO?

Shopify has a good set of SEO tools to help you get found online.

You can create custom URLs, headers, meta tags, image alt text, and other on-page SEO factors.

When you add a new product to your store, Shopify will even remind you of what you need to do to improve SEO.



The image shows a screenshot of the 'Search engine listing preview' form in Shopify. The form is titled 'Search engine listing preview' and includes the instruction 'Add a title and description to see how this product might appear in a search engine listing'. It contains three input fields: 'Page title' (with a character count of '0 of 70 characters used'), 'Meta description' (with a character count of '0 of 320 characters used'), and 'URL handle' (with the example value 'https://my-example-store-12.myshopify.com/products/').

It allows you to perform all the basic SEO tasks, including automatically creating a sitemap (a model of a website's content designed to help both users and search engines navigate and index or rank the site).

For more advanced SEO tasks like compressing images and lazy loading, you can find lots of tools to help you in the Shopify App Store.

Some of these third-party apps are free, while others can cost anything from \$5 to \$30 per month.

The most obvious SEO tool missing from Shopify is keyword research.

But with free tools like Google Keyword Planner and freemium tools like Ubersuggest, this isn't a big problem.



Pro Tip:

Make sure you include your target keyword in the meta title and meta description. This is what people will see in the search results. Try to make your meta title eye-catching and write a meta description that encourages searchers to click.

Is it easy to manage customer service?

Customer service is king. Keep your customers happy, and they'll buy from you again and again.

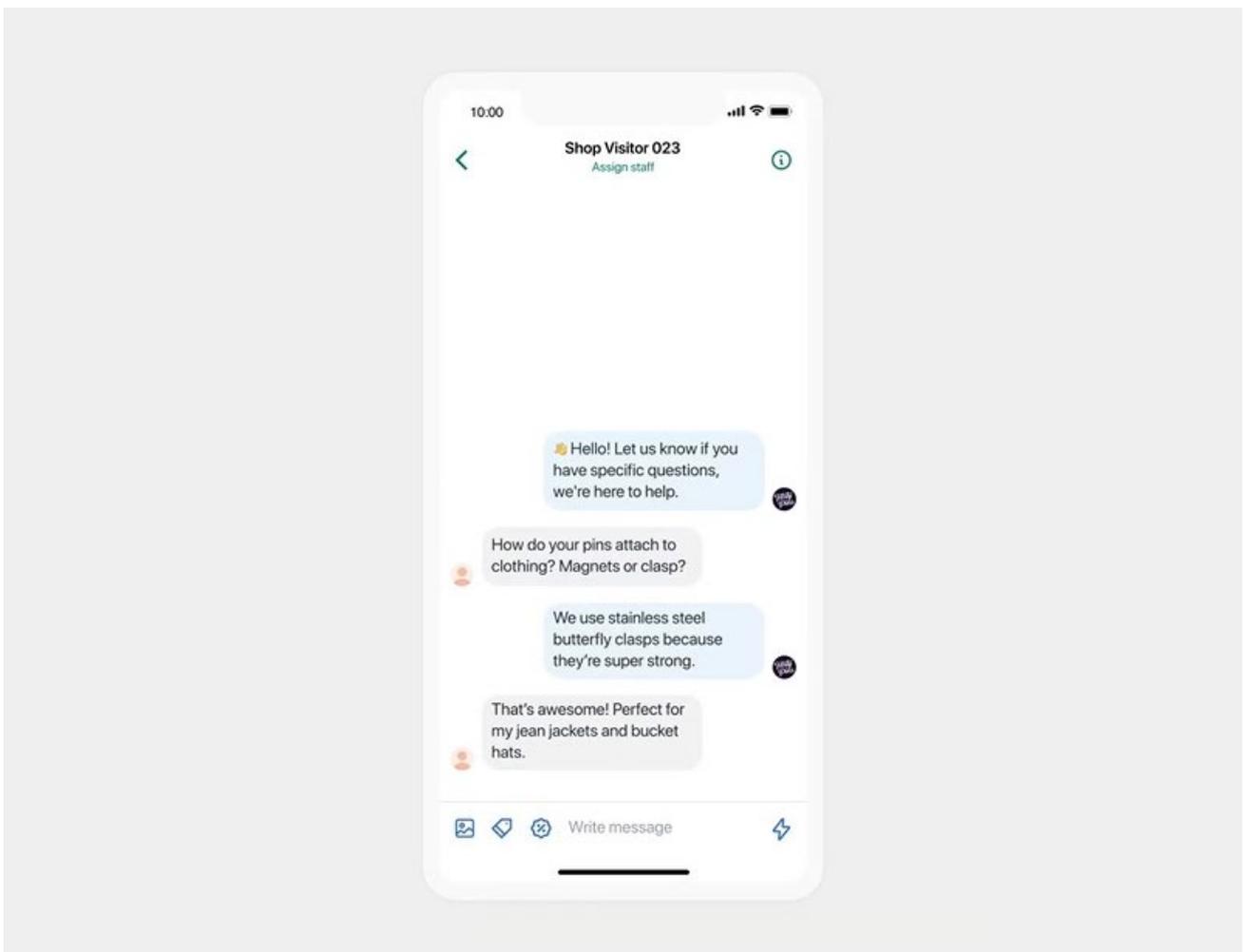
Shopify has some great features to help you deliver a great customer experience.

You can create a "Contact" page with an inquiry form and your contact details, so your customers can get in touch.

But it also provides Shopify Inbox.

Shopify Inbox is a free app that you can download on iOS and Android. It allows you to set up live chat on your store and integrate Facebook Messenger and Apple Business Chat.

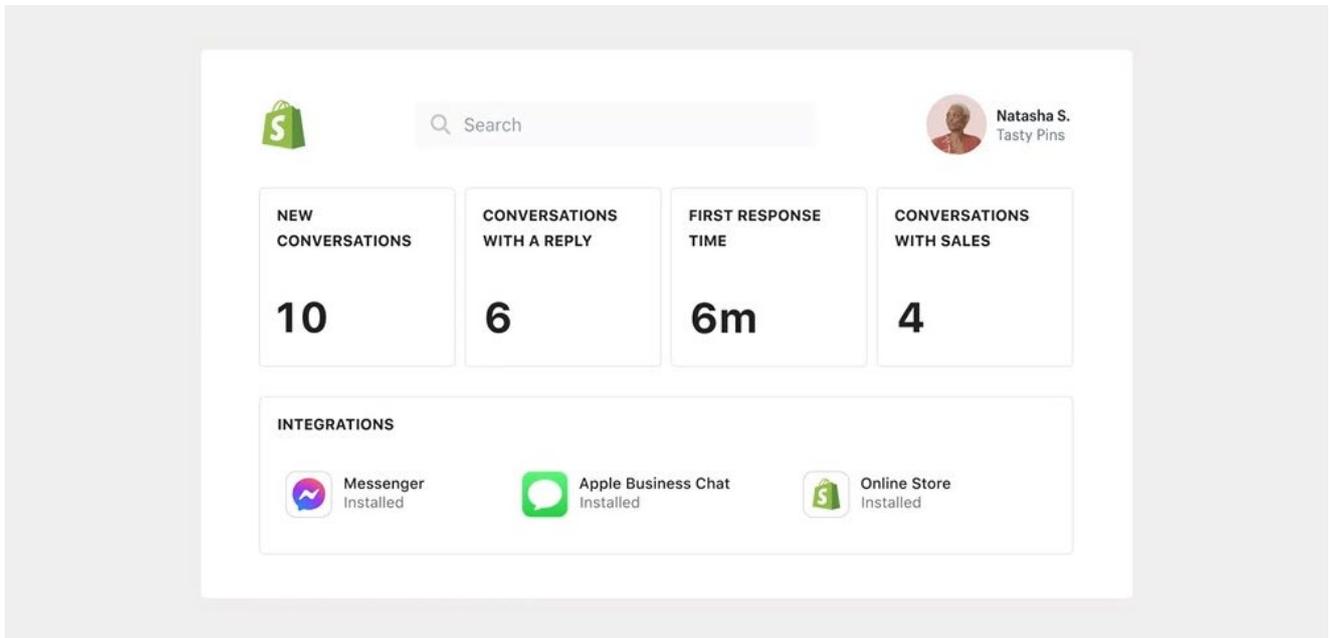
You can manage your customer service chat channels from a single app.



When a customer uses the live chat feature, you can respond directly from your smartphone.

It also provides customer service analytics and management tools.

For example, if you hire staff to handle customer support, you can assign conversations to team members and stay organized dealing with multiple customer inquiries.



If a customer wants to return a product for a refund (it happens), you can easily issue full or partial refunds through the "Orders" menu in your Shopify dashboard.

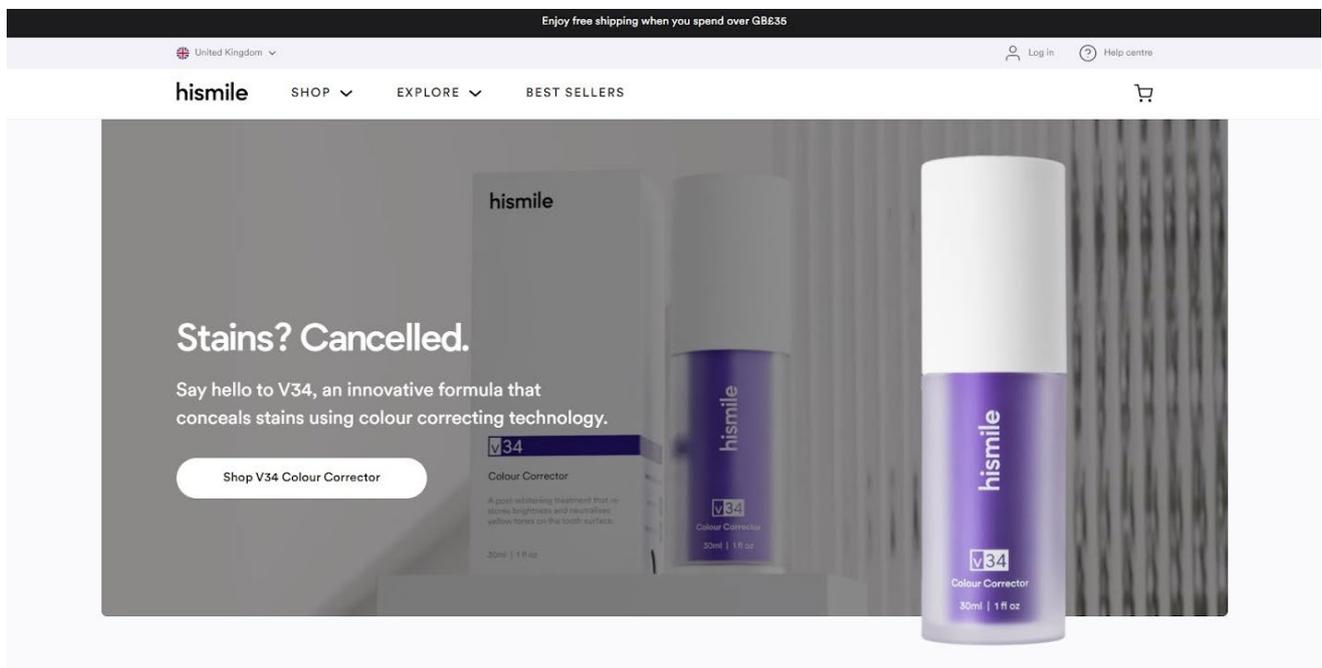
Do big brands use Shopify?

According to BuiltWith, over [3.7 million](#) active online stores use Shopify.

The platform powers some of the biggest brands in the world, including FitBit, Tesla, and Penguin Books.

Let's take a closer look at some brands using Shopify and what they have to say about the platform.

HiSmile



Teeth-whitening brand HiSmile has disrupted the oral hygiene market.

Social media influencer campaigns have been a big part of the brand's success.

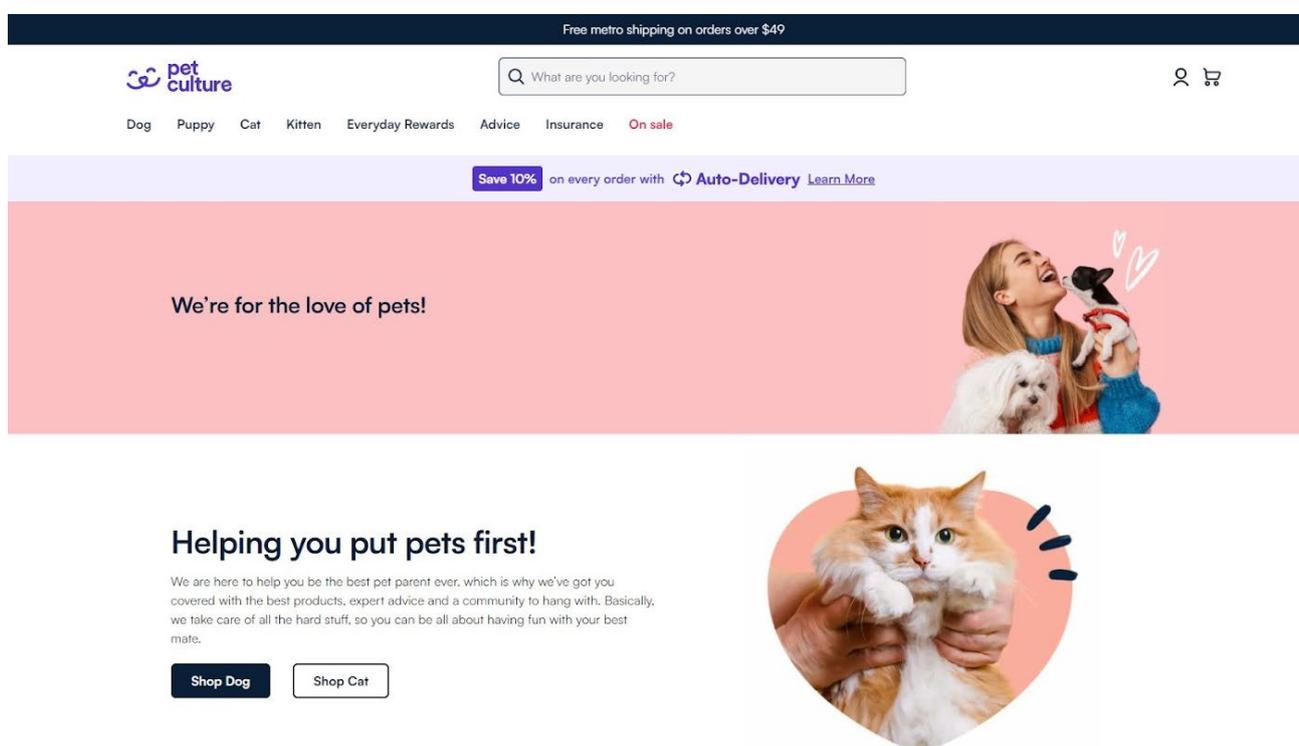
Back in 2017, HiSmile's popularity exploded after it partnered with celebrities Connor McGregor, Kylie Jenner, and Kendall Jenner.

To host its store and keep track of social media campaigns and social selling, HiSmile used Shopify Plus - the enterprise Shopify solution.

"The plugins that we use to fast-track implementation of our pixel tracking with Facebook, Instagram, and Snapchat has allowed us to get the data we need to make specific, actionable data decisions on paid social,"

- Justin Gaggino, Chief Operating Officer, HiSmile

PetCulture



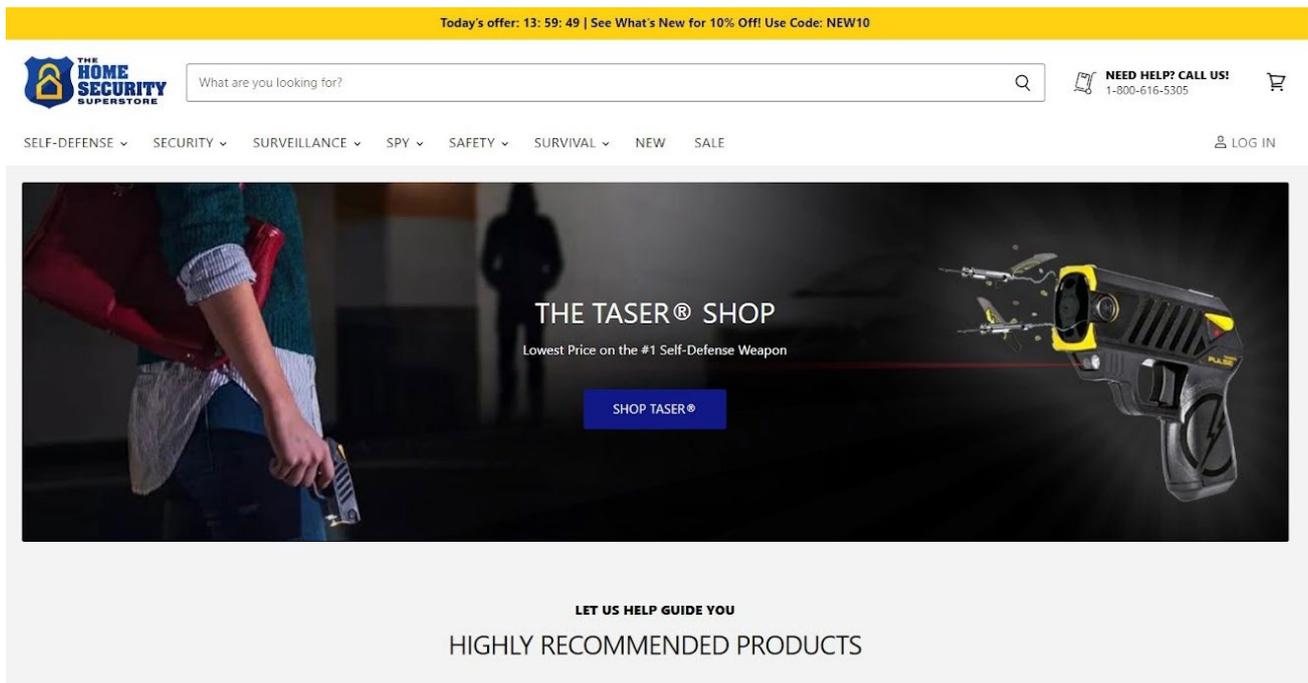
PetCulture is an online pet store selling everything cat and dog owners could ever need.

The brand turned to Shopify to launch its online store quickly. Alongside customer service features, speed to market was the key priority.

"We landed on Shopify Plus as it is a mature platform, simple to use, and there are lots of native integrations already built out. It was quite easy for us to get speed to market and connect all the different pieces we have."

- Chris Cheung, Chief eCommerce Officer, PetCulture

The Home Security Superstore



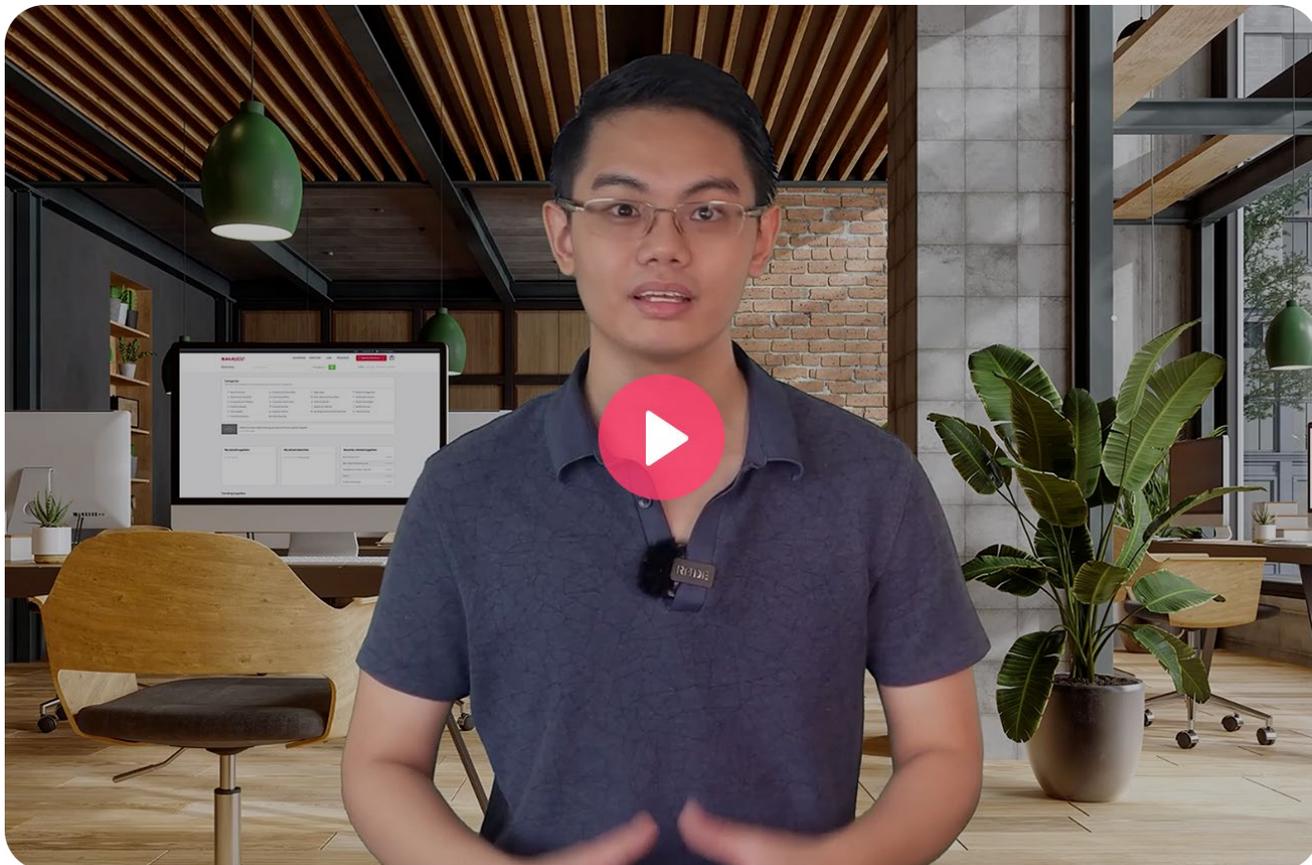
The Home Security Superstore sells personal security products and equipment.

The company switched to Shopify to take advantage of the platform's integrations. Shopify makes it easy to use the tools you want to track, measure, and optimize your marketing campaigns.

"We needed more flexibility to plug into existing technologies for productivity and marketing support. Shopify Plus is more than a platform, it's a partnership."

- David Artman, Founder, The Home Security Superstore

How to Start and Populate a Shopify Store in less than 15 minutes



Want to populate your store in under 15 minutes?

Access vetted dropship suppliers, auto-populate your store with high-margin products and start selling immediately with SaleHoo Dropship.

[Learn more](#)