

# Shipping on Shopify:

All you need to know


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We have become used to rapid delivery in today's increasingly digital world. With short time-to-market windows and an expectation of immediate gratification, companies are under pressure to quickly get products and services to customers.

Order fulfillment is an essential aspect of running an eCommerce business. Shipping method optimization should be a crucial part of your business strategy.

Shopify is an eCommerce platform with a wide selection of plugins, apps, and themes that allow you to build a professional online store. The platform also offers an array of shipping options tailored to your business needs.

In this guide, we'll explore the different shipping methods available through Shopify and tips for optimizing your shipping process.

# What is Shopify?

[Shopify](#) is the most popular eCommerce platform on the market, powering over 2 million businesses in 150+ countries. Created in 2006, it enables merchants to start and grow online businesses. Shopify offers a complete solution for online stores, including a website builder, shopping cart, shipping, and payment processing.

## What Can You Sell on Shopify?

Although Shopify is mostly used to sell and ship physical goods, it can be used to sell digital products, services, and even event tickets. There's even an option to promote affiliate products from other sites, like Amazon.

In terms of physical goods, you can sell pretty much anything on Shopify if it's legal in your country! Here are some examples of products that you can sell using Shopify:

- Clothing
- Jewelry
- Toys
- Home Decor
- Electronics
- Art (prints, photography, etc.)
- Sports equipment
- Travel products
- Health and beauty products
- Pet products
- Smartphone accessories

## How to launch an online store on Shopify

Now that we have covered the basics, let's discuss how to set up your Shopify store in a few simple steps. Setting up is quick and easy; you can be up and running in no time.

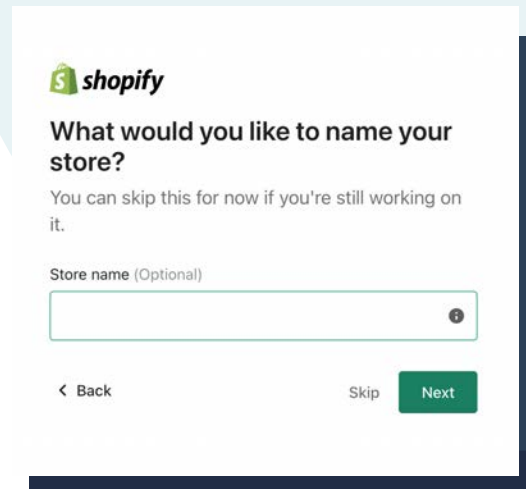
We will discuss each of the steps in detail while also providing tips and shortcuts to make setting up your Shopify store as seamless as possible.

## Choose a catchy name for your business

One of the first steps in every business is choosing a name. This can be tricky, but choosing something that represents your brand and what you sell is essential. There are millions of online stores, so you want to make sure your name stands out from the rest.

Here are a few tips for choosing a great name for your Shopify store:

- Keep it short, sweet, and easy to remember.
- Avoid using hyphens or numbers in your domain name.
- Make sure the .com domain is available.
- Avoid using common keywords like "clothing" or "shoes."

A screenshot of the Shopify onboarding process. At the top left is the Shopify logo. The main heading is "What would you like to name your store?". Below this is a subtext: "You can skip this for now if you're still working on it." There is a text input field labeled "Store name (Optional)" with a small information icon on the right. At the bottom, there are three buttons: a left-pointing arrow labeled "Back", a "Skip" button, and a green "Next" button.

## Subscribe to Shopify's monthly plan

Next, you must create a Shopify account and subscribe to one of their monthly plans. Depending on your needs, you can choose from one of these plans:

**Starter:** If you only plan on selling through social media or messaging apps like WhatsApp, then the Starter plan is a good option. It starts at \$5/month and offers standard features.

**Basic:** The Basic Shopify plan is an excellent option for small businesses just getting started with eCommerce. It includes everything you need to start selling online, including a professional website and blog, unlimited products, 24/7 support, and fraud prevention. It starts at just \$29/month and is the most popular plan among new Shopify merchants.

**Shopify:** The Shopify plan is ideal for growing businesses that need more advanced features, like professional reports and more staff accounts. It starts at \$79/month and comes with everything in the Basic plan, plus a few added extras like up to 88% in shipping discounts.

**Advanced Shopify:** You'll need the Advanced Shopify plan if you're a larger business with an established customer base. It starts at \$299/ month and includes everything in the other plans, plus advanced features like duty and import taxes and third-party calculated shipping rates.

**Shopify Plus:** Finally, Shopify's enterprise plan is designed for high-volume businesses with over \$1 million in sales per year. It starts at \$2,000 monthly and has standout features like dedicated account managers and custom solutions.

If you're unsure which plan is right for you, don't worry! Shopify has a 14-day free trial, so you can try the platform before committing to a paid plan. Once you've chosen a plan, enter your billing information and create a password for your account.

## Browse products from drop shippers

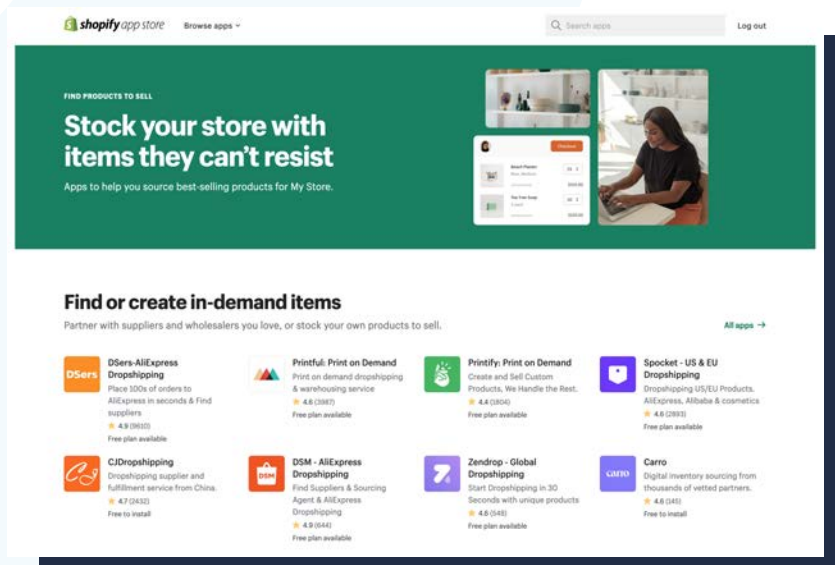
Unless you are manufacturing your products, you will need to find a supplier or drop shipper who can provide you with the products you want to sell. Drop shipping is a type of eCommerce method where you sell products without carrying any inventory.

When a customer places an order in your store, the order is forwarded to the supplier, who then ships the product directly to the customer. Drop shipping is an excellent option for new businesses because it's low risk and easy to set up.

### Find products to sell

Have your products shipped directly from the supplier to your customer, and only pay for what you sell. [Learn more about dropshipping](#)

[Browse dropshipping apps](#)



The screenshot shows the Shopify App Store interface. At the top, there's a search bar and a 'Log out' button. Below that, a green banner reads 'Stock your store with items they can't resist' and 'Apps to help you source best-selling products for My Store.' Underneath, there's a section titled 'Find or create in-demand items' with the subtitle 'Partner with suppliers and wholesalers you love, or stock your own products to sell.' This section displays several app cards, each with an icon, name, description, and rating. The apps listed include DSers - AllExpress Dropshipping, Printful: Print on Demand, Printify: Print on Demand, Spocket - US & EU Dropshipping, CJDropshipping, DSM - AllExpress Dropshipping, Zendrop - Global Dropshipping, and Carro.

## Set up your payment gateway

To capture customer payments, you need to set up a payment gateway. A payment gateway is a service that allows you to accept credit card payments in your store. Shopify has its built-in payment gateway called Shopify Payments, which Stripe powers.

### Let your customers pay their way with Shopify Payments

- ✓ Competitive credit card rates
- ✓ Better checkout conversion with Shop Pay
- ✓ Easy chargeback management
- ✓ Payouts and cashflow tracking

[Activate Shopify Payments](#)

[Learn more](#)



If you want to use a different payment gateway, Shopify also integrates with over 100 other options. Some of the most popular include PayPal, Authorize.Net, and 2Checkout. You can find more information on payments [here](#).

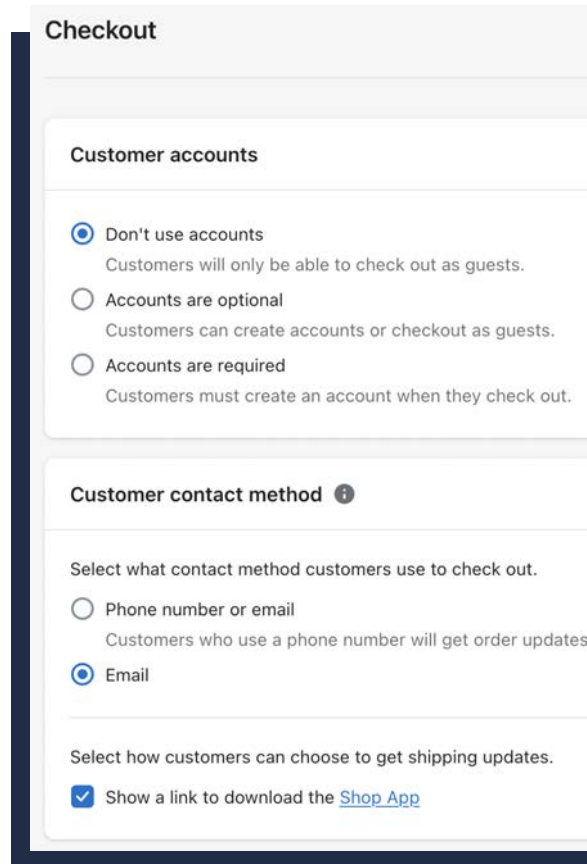
To set up a payment gateway, go to the "**Payments**" section of your Shopify admin and select the gateway you want to use. Enter the required information and click "**Activate**." If you're using Shopify Payments, you must set up billing.

## Customize your checkout experience

Your customer's checkout experience can make or break a sale, so it's essential to get it right. Luckily, Shopify makes it easy to customize the checkout process to match your brand. Start by going to the "**Checkout**" section of your Shopify admin and selecting "**Forms**." You can edit the default fields on the checkout page and add new fields.

You can also add a custom logo, background image, and favicon to your checkout page. You should aim to make your checkout page as branded as possible to give customers a sense of familiarity and trust.

As for post-checkout, you can send customers to a thank-you page or redirect them to another site. You can also add a checkout note, a message that appears on the order status page after a customer has placed an order. Here's where you also set up the email sent to customers after placing an order.



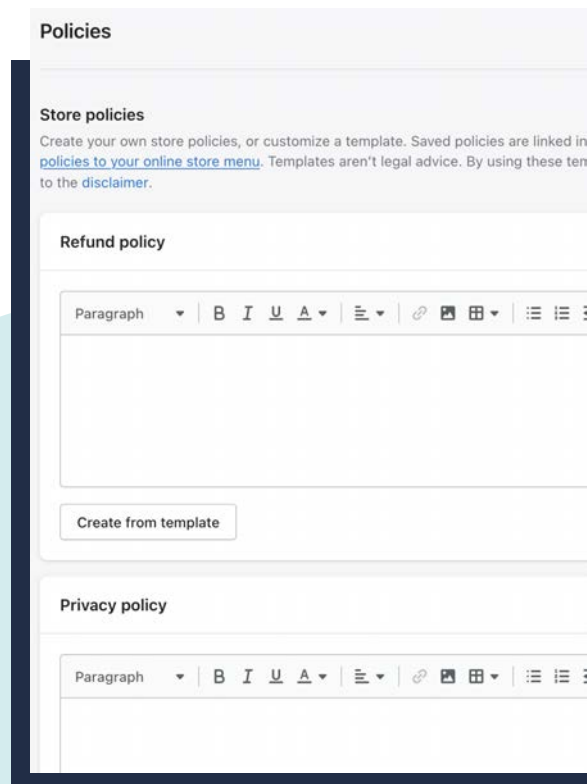
The screenshot shows the 'Checkout' settings page in the Shopify admin. It is divided into two main sections: 'Customer accounts' and 'Customer contact method'. In the 'Customer accounts' section, there are three radio button options: 'Don't use accounts' (selected), 'Accounts are optional', and 'Accounts are required'. Below these are explanatory text lines for each option. The 'Customer contact method' section has a heading with an information icon and a sub-heading 'Select what contact method customers use to check out.' It features two radio button options: 'Phone number or email' and 'Email' (selected). Below this is another sub-heading 'Select how customers can choose to get shipping updates.' with a checked checkbox for 'Show a link to download the [Shop App](#)'.

## Create company policies

Have you ever noticed how professional companies always seem to have multiple policies? This reinforces trust and confidence in the company for both customers and employees.

Shopify makes it easy to create these policies directly from your admin settings. To get started, go to the "**Settings**" section of your Shopify admin, and select "**Legal**." From here, you can create a privacy policy, refund policy, terms of service, shipping policy, and other essential documents.

If you don't have the time or resources to create these policies yourself, Shopify has a policy generator and templates that can help you get started.



The screenshot shows the 'Policies' settings page in the Shopify admin. It has a heading 'Policies' and a sub-heading 'Store policies'. Below the sub-heading is a paragraph of text explaining that users can create their own store policies or customize a template, and that saved policies are linked to the online store menu. It also includes a disclaimer that templates are not legal advice. The page is divided into two main sections: 'Refund policy' and 'Privacy policy'. Each section has a heading, a rich text editor with a toolbar (including Paragraph, Bold, Italic, Underline, Text color, Background color, Bulleted list, Numbered list, Link, Image, Table, and Embed), and a 'Create from template' button.



## Establish a free shipping rate

A popular incentive for online shopping is free shipping. Free shipping is when a store offers to cover the shipping cost for orders that meet specific criteria, such as order total or destination.

Free shipping can significantly increase sales and encourage customers to spend more on your site. Shopify makes it easy to add free shipping to your store. The "**Shipping and delivery**" section of your Shopify settings allows you to set free shipping rates for orders that meet specific criteria.

For example, you could offer free shipping for all orders over \$100. Upon checkout, the discount will automatically be applied to any orders that meet the criteria.

## Set up taxes

Shopify can automatically calculate and charge the appropriate taxes for orders placed in your store. To do this, you need to set your tax rates in the "**Taxes and duties**" section of your Shopify settings.

You can add as many tax rates as you need and exempt certain products from being taxed. For example, if you sell products not subject to tax, you can create a tax rate for physical products only. Shopify will automatically charge the appropriate taxes for each order based on the customer's shipping address.

## Build your online store

Now that you've set up the basics of your Shopify store, it's time to start adding products. Shopify makes it easy to add products, and there are a few different ways to do it. The first way is to add products one at a time manually. To do this, go to your Shopify admin's "**Products**" section and select "**Add product.**" You can enter the product name, price, and other details.

If you have many products to add, you can also import them from a CSV file. This is a handy way to add products in bulk. To do this, go to the "**Products**" section of your Shopify admin and select "**Import.**" From there, you can upload your CSV file. Shopify will ask you to match each column in the CSV file to a field in Shopify. It will then automatically add the products to your store.

### Shipping and delivery

#### Shipping

##### Shipping ⓘ

Choose where you ship and how much you charge for shipping.

#### GENERAL SHIPPING RATES

##### General

0 products

##### Rates for

🌐 Domestic

🌐 Rest of the World

🌐 US Cross-border

#### CUSTOM SHIPPING RATES

### Taxes and duties

#### Countries/regions

Manage where you collect taxes and duties. Check out how to add new countries/regions by [creating a shipping zone](#). Learn more

##### Country/region

🇨🇦 Canada

🇺🇸 United States

🌐 Rest of World

#### Duties and import taxes

Collect [duties and import taxes](#) on international orders.



#### First up: what are you selling?

Before you open your store, first you need some products.

Find products to sell

Add your products

## Post product descriptions

Once you've added your products, it's time to write descriptions for them. Product descriptions are important because they give customers more information about your products and help them make informed purchase decisions.

When writing product descriptions, include any relevant keywords you want to rank for in search engines. However, don't stuff your descriptions with keywords. In addition to having relevant keywords, your product descriptions should also be clear, concise, and easy to read. They should accurately describe the products and give customers the necessary information.

## Insert product images

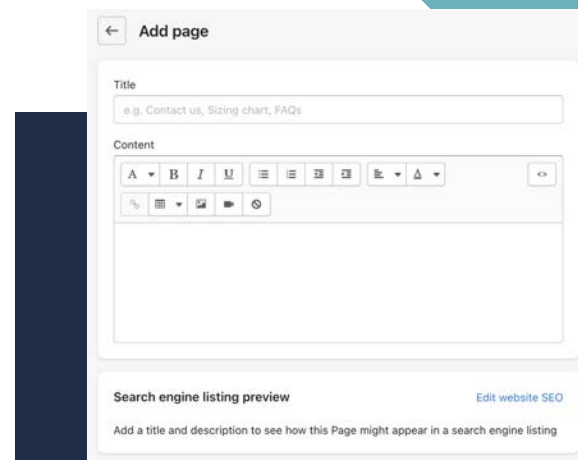
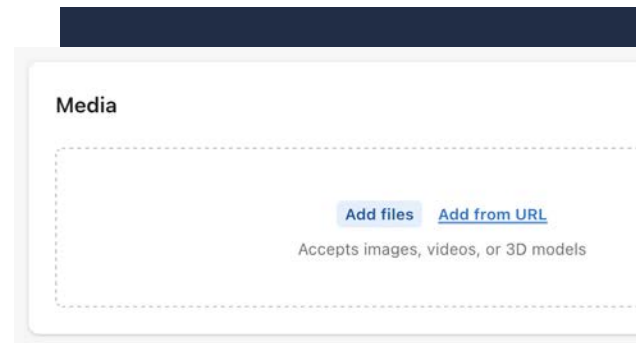
Visual aids are a great way to enhance your product descriptions, and product photos are an essential part of the online shopping experience. Customers are much more likely to purchase products that have photos. When adding product photos to your store, use clear, concise, high-quality images. Product photos should accurately represent the products they're meant to represent.

Click the "**Add image**" button on a product page and upload the photos from your computer. You can then add titles and alt tags for each image. Alt tags are important because they help search engines understand what the picture is of. You can add multiple product photos for each product. This can be helpful if you want to show the product from different angles or in different colors.

## Showcase an About Us page

An About Us page is excellent for building trust with potential customers. You can tell your story on this page and let customers know who you are and what you're all about. You can also use this page to show off any awards or press coverage.

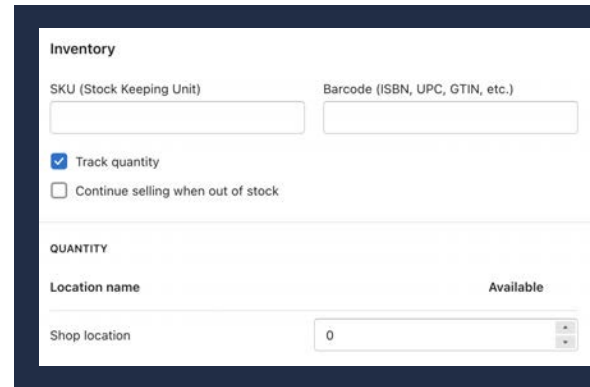
To create an About Us page, go to your Shopify admin's "**Online Store**" section and select "**Pages**." You can click the "**Add page**" button and enter your company's relevant information. Include a photo of yourself or your team, as this will help customers connect with you personally.



## Calculate product pricing and inventory

When setting product prices, it's essential to consider the cost of goods sold (COGS). This is the product cost plus shipping and other associated costs. You'll need to calculate your COGS for each product before you can set a price.

As for inventory, you should accurately track how many of each product you have in stock. Shopify makes it easy to do this by allowing you to set a "**Quantity**" for each product. Go to the "**Products**" section of your Shopify admin and enter the quantities for each product. If you sell physical products, setting up a low-stock notification is also a good idea.

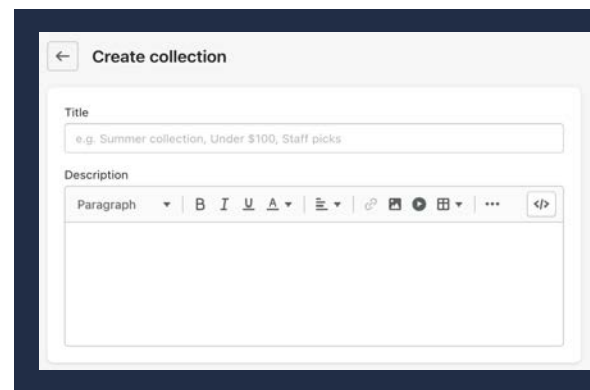


The screenshot shows the 'Inventory' management page in Shopify. It features two input fields for 'SKU (Stock Keeping Unit)' and 'Barcode (ISBN, UPC, GTIN, etc.)'. Below these are two checkboxes: 'Track quantity' (checked) and 'Continue selling when out of stock' (unchecked). A 'QUANTITY' section includes a 'Location name' dropdown menu and an 'Available' input field with a numeric value of '0'.

## Launch collections

If you have several products that are similar or related, you can put them into collections. Collections make it easy for customers to find products they're interested in and allow you to showcase your bestsellers or newest products.

To create a collection, go to your Shopify admin's "**Products**" section and select "**Collections.**" Click the "**Add Collection**" button and enter your collection information. Be sure to give your collection a name, description, and image. You can also choose whether the collection is visible on your online store.

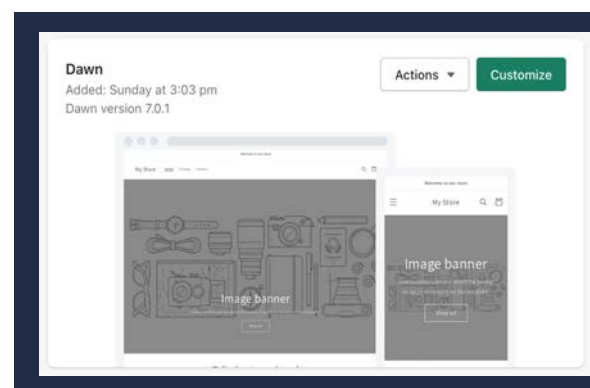


The screenshot displays the 'Create collection' form in Shopify. It includes a 'Title' field with a placeholder example 'e.g. Summer collection, Under \$100, Staff picks'. Below is a 'Description' field with a rich text editor toolbar containing options for Paragraph, Bold, Italic, Underline, Text color, Background color, Bulleted list, Numbered list, Link, Image, Video, Embed, and Source code.

## Decide on a Shopify theme

Your Shopify theme is the foundation of your online store. It controls the look and feel of your store and its functionality. There are hundreds of themes to choose from, so it's important to take the time to find one that emphasizes your brand identity. From free themes to paid themes, there's sure to be one that fits your needs.

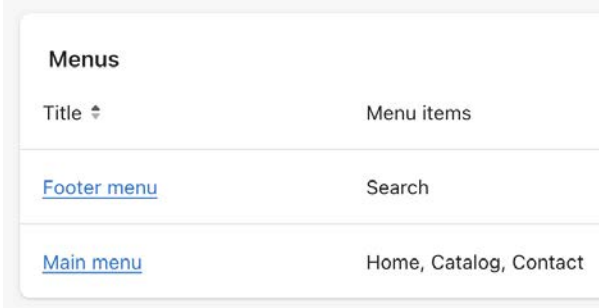
To find a theme for your store, go to the "**Online Store**" section of your Shopify admin and select "**Themes.**" Browse the available themes and preview how they look in your store. Note that you can change the colors and fonts of most themes to match your brand.



## Create the main navigation menu

Your Shopify theme will come with a default navigation menu, but you can always change it to suit your needs better. The main navigation menu is typically located at the top of your store, where customers go to find the pages and products they're looking for.

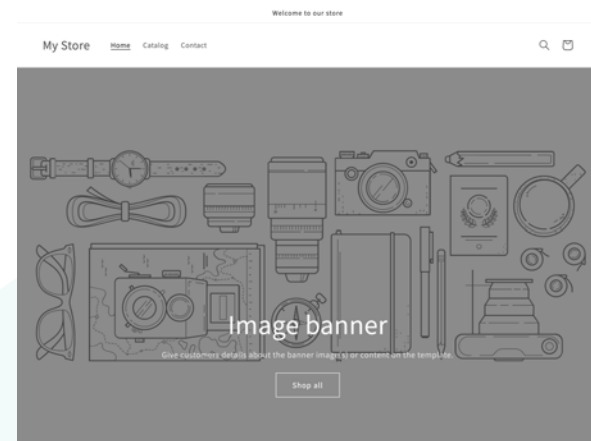
To edit your navigation menu, go to your Shopify admin's "**Navigation**" section. You can add, remove, or edit the links in your navigation menu. Be sure to organize your links in a way that helps your customers navigate through your store easily.



Menus	
Title ↕	Menu items
<a href="#">Footer menu</a>	Search
<a href="#">Main menu</a>	Home, Catalog, Contact

## Show off your brand with the main banner

Banners are a simple and effective way to advertise your brand. Banners are typically located at the top of your store and can include images, text, and links. In some cases, they may also include video or audio. You can add a banner while customizing your theme.



## List your featured products

Your featured products are the products that you want to showcase on your home page. These could be your bestsellers, the newest products, or the products you're most proud of. You'll need to add your featured products to your home page in the "**Collections**" section.

## Don't forget the footer menu

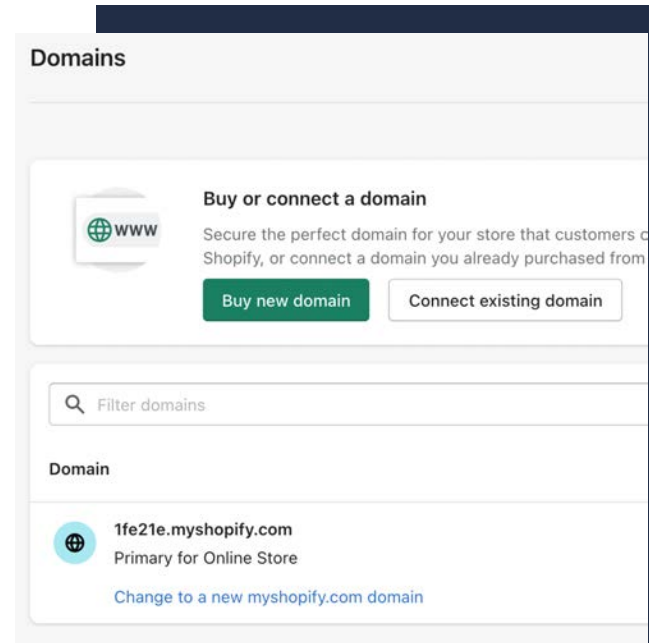
The footer menu is typically located at the bottom of your store, where you can list links to important pages, such as your contact page, shipping policy, or returns policy. You can edit your footer menu in your Shopify admin's "**Navigation**" section. Some companies also use this space to list their social media links or contact information.

## Launch your Shopify store

Now that you've set up your store, it's time to launch your store! If you didn't connect your domain while setting up your store, you could do that now in your Shopify admin's **"Domains"** section. Once your store is live, you can start taking orders and promoting your products.

If you're not ready to launch your store, keep tweaking your website's design and functionality until you're happy with the results. Once you're ready, go ahead and launch!

Whether starting a drop shipping business or looking to sell your manufactured products, Shopify offers a platform with competitive features that helps you build your business effortlessly. From launching your eCommerce store to shipping your products, Shopify's user-friendly features help you scale your business effectively.



# Shopify's standout features for a better shipping experience

Shipping is one of the most critical aspects of your eCommerce business. Shopify offers features that optimize shipping for your business, such as:

## Fetch custom rates with API

If you want to display shipping rates on your storefront that are different from the ones returned by Shopify, then you need to use the Shipping Rates API. This will allow you to fetch custom rates from a third-party carrier and display them to your customers at checkout. Some specialized apps can help with this, or you can use Shopify's API documentation to build your solution.

## Reconciliation of payments and shipping cost

In some cases, the shipping cost you charge your customer may differ from their order's shipping cost. This can happen if you use a flat rate shipping method or if you charge for shipping based on the weight of the order, but the order is shipped using a dimensional weight method.

Shopify has a built-in reconciliation system that will help you keep track of these differences and ensure you're not overcharging or undercharging your customers for shipping.

## Shipment and order status tracking

Once you've shipped an order, you can use Shopify's order tracking system to keep your customers up to date on the status of their shipment. It's a great way to provide excellent customer service and build trust with your customers.

You can also use Shopify's order tracking system to keep track of your own orders and shipments. It's a great way to stay organized and ensure you're always on top of your shipping.

## Sync orders automatically or add them manually

If you use Shopify to manage your inventory, then you can enable the automatic syncing of orders and inventory. That will ensure that your orders are always up-to-date and will save you time by eliminating the need to sync your orders and inventory manually.

Alternatively, you can punch in orders manually. You might want to do this if you use a third-party inventory management system or if you want to add an order placed offline.

## Create and print shipping labels

Whether you need forward or reverse logistics, Shopify can help. With a built-in shipping label creator, you can create and print labels for your orders with just a few clicks. Using Carrier Service APIs, you can use a third-party shipping carrier to develop labels and track shipments.

Shipping labels can be printed on standard printers using Avery label paper or thermal printers. Shopify also supports several other print-on-demand services that can help you save time and money on shipping labels.



## Pin code serviceability checker

Customers can check if their Pin code is serviceable for home delivery or not with the help of a pin code checker. This helps to manage customers' expectations and increases transparency and trust. Shopify doesn't have a built-in pin code checker, but there are apps that you can use to add this feature.

## Create manifests and pickup requests

You can set up automatic or manual manifests to keep track of your shipments and know when to expect them. This feature is handy if you use multiple shipping carriers. You can also create pickup requests directly from Shopify. You'll save time and ensure that your orders are picked up on time.

## Manage warehouse shipping

If you use multiple warehouses to ship your orders, then Shopify can help you direct your orders to the correct warehouse. You might need to assign an order to a different warehouse or split an order between multiple warehouses, in which case Shopify can help you do that easily.



## Custom order processing workflow

Shopify's default order processing workflow is designed to be simple. However, you can customize the workflow to suit your business better if you have specific needs. For example, you might want to add a custom step for gift wrapping or engraving.

# Freight Club x Shopify

At Freight Club, we know shipping can be complex and costly, especially when you're an online retailer trying to compete with bigger companies. With our easy-to-install app from the Shopify app store, you can enjoy a premium shipping experience and save money on your shipping costs.

Experts at shipping big and bulky items, we are your one-stop solution for shipping items like furniture, heavy medical and sports equipment, manufacturing equipment, and more!

Our user-friendly app helps you instantly sync and import your orders from the Shopify store into Freight Club and enjoy the benefits of a premium shipping experience. Get live quotes at checkout, the lowest rates from Freight Club's extensive network of hand-selected carriers, and automatic order fulfillment.

## **Instant shipping quotes**

Finding the best shipping rates for your big and bulky shipments can be challenging. Not anymore. Instantly access and compare quotes from our network of trusted carriers.

## **Enterprise rates**

Enjoy discounted rates and high-quality service from the biggest names in the shipping industry with no volume requirements.

## **Pre-vetted carriers**

Our carriers are pre-vetted by an internal team of logistics experts to ensure they meet the highest standards your business deserves.

## **Automatic order fulfillment**

Our app automatically fulfills orders and generates BoLs and tracking code for each order on Shopify and BigCommerce.

## **7 Levels of delivery services**

Whether you're shipping across the state or the country, we provide simple shipping solutions with 7 levels of delivery services, from back of a truck to white-glove light assembly and package removal.

## **Sustainable shipping**

In partnership with One Tree Planted, Freight Club has been proudly offsetting carbon emissions on every shipment, at no cost to our customers.



# Shopify Reviews

Here's what some of our customers have to say about Freight Club

## Grandfather Time Clock



Freight Club has been amazing for my business. They make the shipping large LTL items process incredibly simple for me and my customers! The platform is simple to use and the process is seamless for our business. Even when we had multiple issues happening at the same time, Freight Club's customer service was amazing in helping us solve our issues quickly and efficiently! I highly recommend for any high-ticket eCommerce stores.

## CAVES



Freight Club was a one stop solution for adding in LTL shipping and creating shipping profiles for our company website sales. Our customer service rep Isaac went above and beyond by helping us get setup and having everything run as smoothly as possible. All in all a great addition to our online shop!

**Want to learn more about how to install  
the Freight Club app and sync with your  
Shopify store?**

[Download our installation guide here](#)



# The Freight Club Advantage

Freight Club is a leading end-to-end shipping platform that helps retailers effortlessly manage everything from booking and tracking to complete claims management and secondary insurance protection with zero subscription fees.

As part of Cymax Group Technologies, a leading eCommerce technology and services provider in the furniture industry since 2004, we offer retailers enterprise rates with no volume restrictions with up to 7 levels of LTL drop shipping services, across the U.S. Freight Club has one of the largest White Glove networks with residential LTL options that range from Curbside home delivery to “Light Assembly” and “Package Removal” offered at the most competitive rates.

Our extensive carrier network provides furniture retailers with 30+ pre-vetted carriers to build a customized carrier mix for their specific products and needs.

Freight Intel, our intuitive analytics dashboard gives retailers complete visibility of their shipping data, including carrier transit times, damages, and overages, helping them make fast, informed decisions based on real-time data and analytics at no additional cost.

Our team of logistics experts provide personalized support to our retailers, helping them optimize their shipping strategy, manage their claims process, and ensuring that our customers have a smooth shipping experience at Freight Club.

Trusted by thousands of retailers since 2015, Freight Club has been proudly offsetting 100% of carbon emissions for every shipment at no cost to our customers, enabling them to ship sustainably.



**cymax group**  
TECHNOLOGIES

Freight Club is part of Cymax Group Technologies,  
the leading eCommerce technology and services provider.