

# How to Build a “Buy Online, Pickup Curbside” store

Let's show COVID-19 what's up

# What is this?

The local stores I love need to find new ways to stay engaged with their customers and sell their products during the COVID-19 crisis.

I've created this guide to help local stores owners easily set-up online stores, while also enabling curbside pickup for their customers.

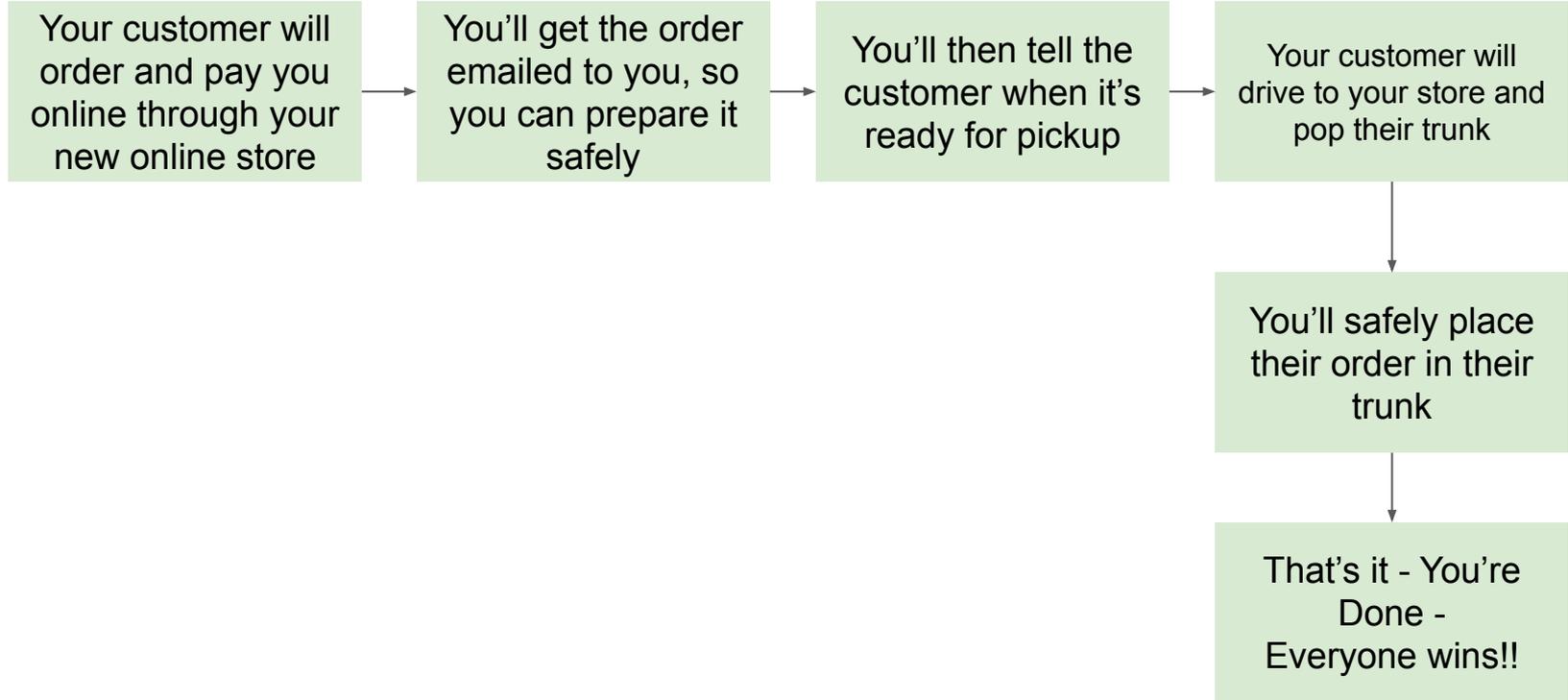
**This is for stores that are brand new to Shopify.** Please take inspiration though if you're already up and running with us!

This should take you no more than an hour (unless you want to get fancy;))

Please let me know if there are any issues with this tutorial (DM me on twitter:

[@katiecerar](https://twitter.com/katiecerar))

# How selling online and curbside pick-up works



# Before you start, you'll need:

- Photos of your store
- Any logos or brand assets
- Product descriptions
- Product photos

This process will take somewhere between 10 minutes and an hour, depending on how many products you wish to offer.

Ready?

Let's start building your online store!

Learn more about the actions we're taking to address the impact of COVID-19

shopify Start Sell Market Manage Pricing Learn Log in **Start free trial**

# Build your business

You've got the will. We've got the way.

**Start free trial**

Due to the impact of COVID-19, Shopify is offering an extended 90-day free trial. By entering your email, you agree to receive marketing emails from Shopify.



With you from first sale to full scale

One platform with all the ecommerce and point of sale features you need to start, run, and grow your business.



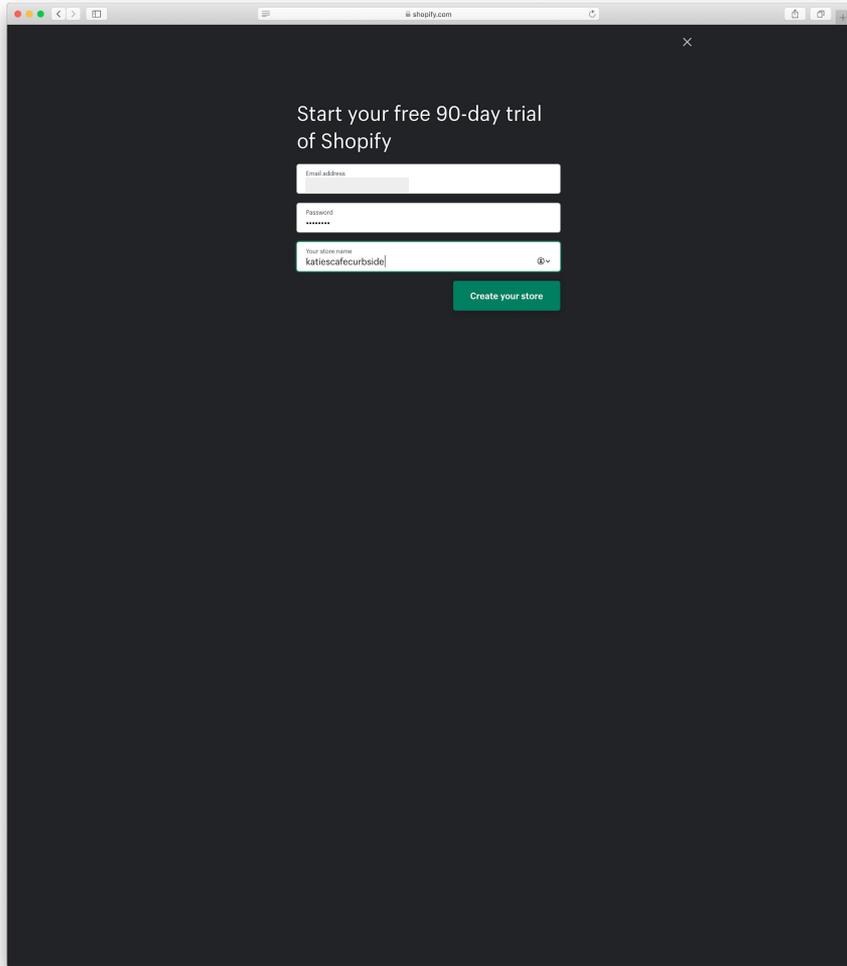
## Start — your business journey

Find a business name, buy a domain, and create a brand with our free tools.

[Explore tools to start your business →](#)

Head over to [www.shopify.com](https://www.shopify.com)

Click “Start free trial”

A screenshot of a web browser window showing the Shopify sign-up page. The page has a dark background with white text. At the top, it says "Start your free 90-day trial of Shopify". Below this are three input fields: "Email address", "Password", and "Your store name". The "Your store name" field contains the text "katiescafecurbside" and a dropdown arrow. A green button labeled "Create your store" is positioned below the input fields. The browser's address bar shows "shopify.com".

Start your free 90-day trial of Shopify

Email address

Password

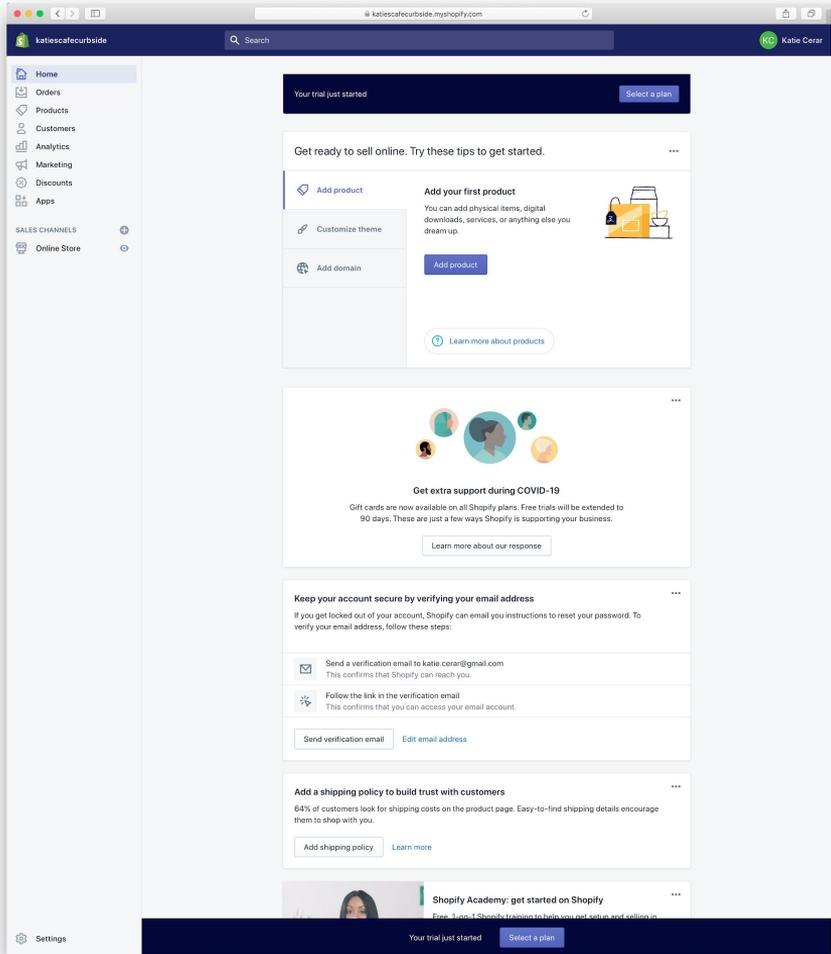
Your store name  
katiescafecurbside

Create your store

Your store name will become your domain (or the URL that your customers will go to when they want to order from your store).

By default, it will be yourstorename.myshopify.com - in my tutorial example my URL will be katiescafecurbside.myshopify.com because my store name is katiescafecurbside.

You can purchase a better domain later, or just use this one.

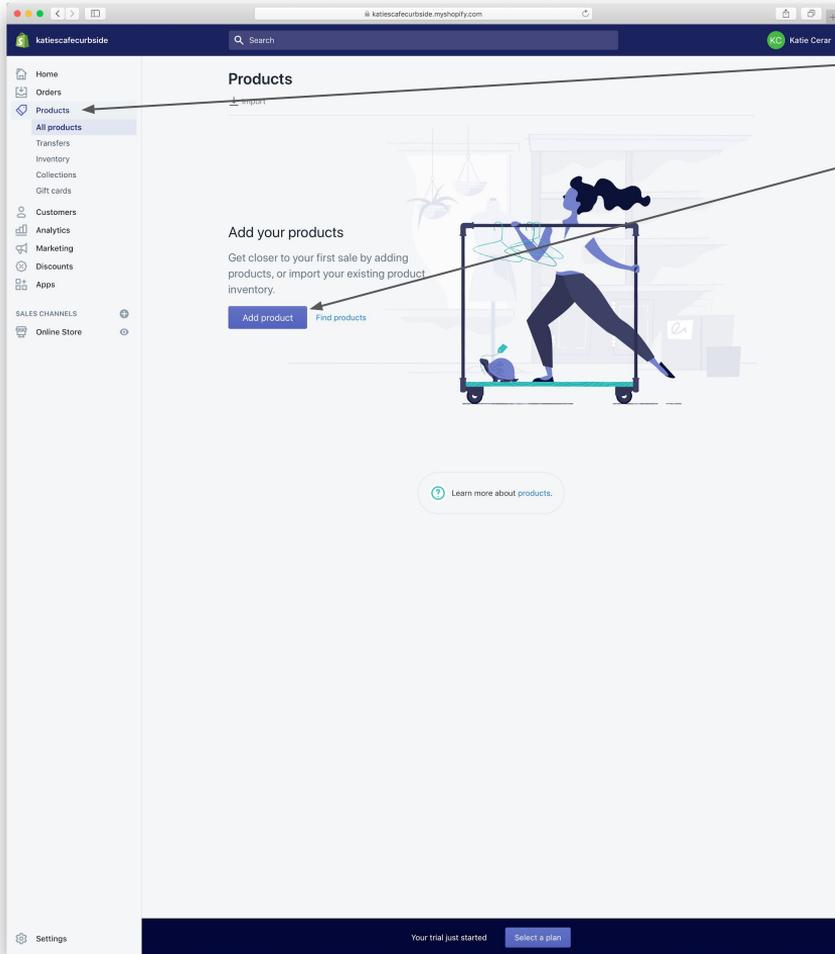


# Welcome to Shopify!

Here's what we need to do:

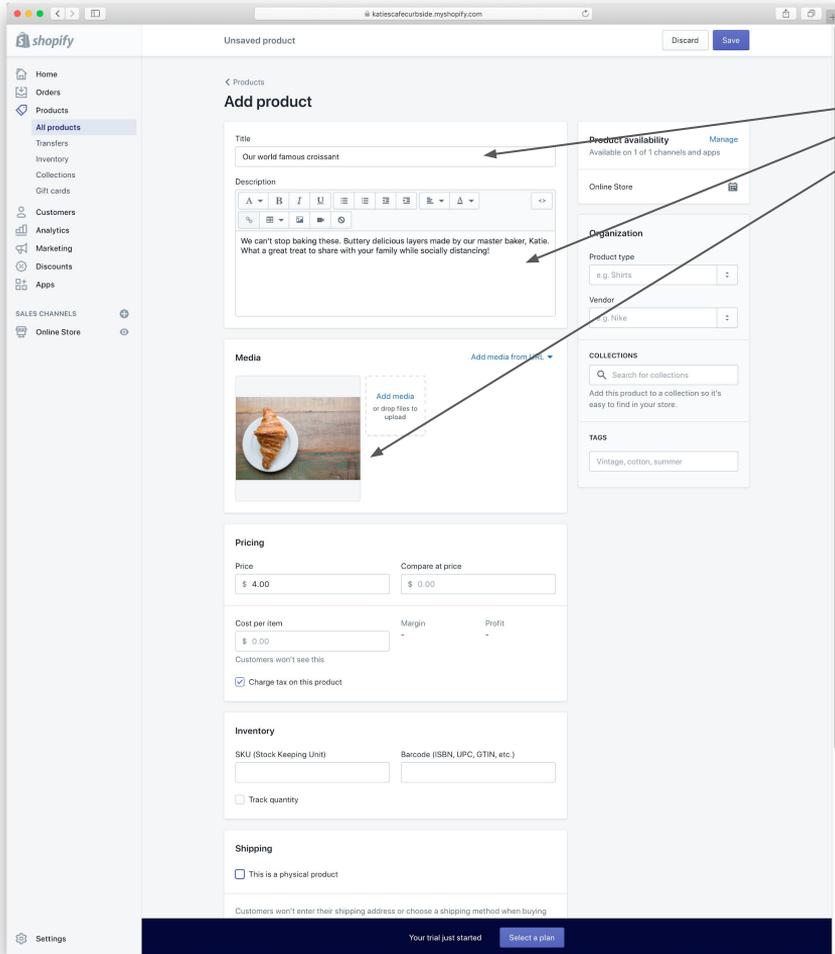
- 📄 [Create our products](#)
- 📄 [Customize our theme](#)
- 📄 [Customize our emails](#)
- 📄 [Launch our store!](#)
- 📄 [Start taking orders](#)
- 📄 [Get set up to get paid](#)

Create your products



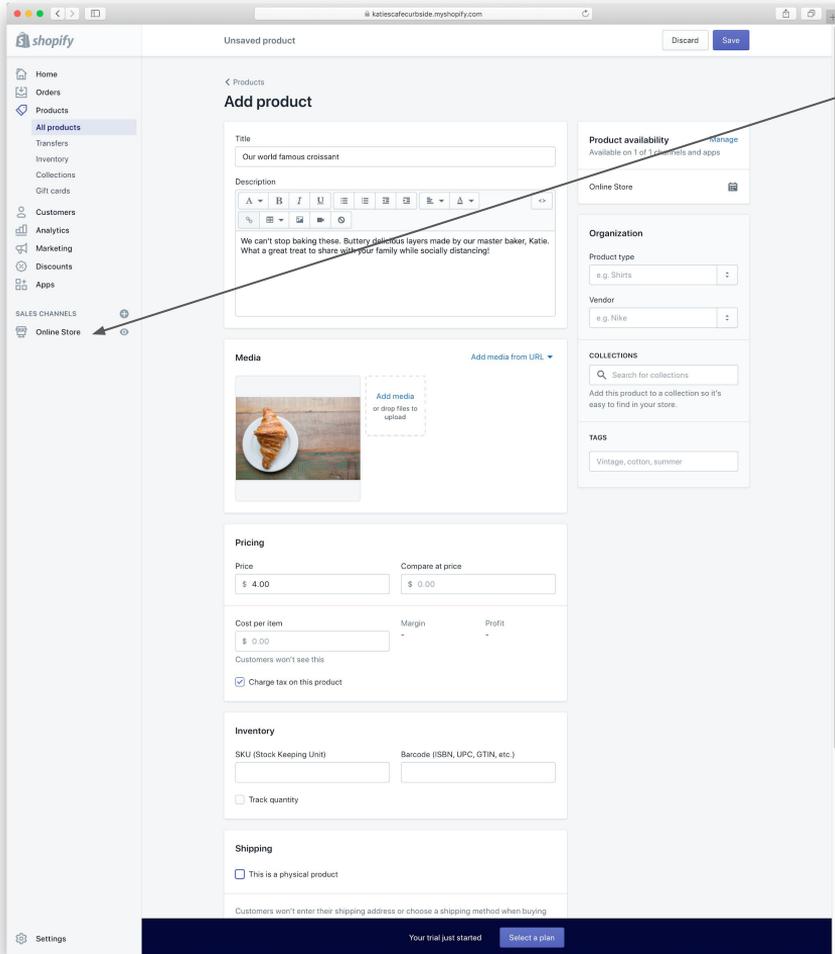
Head to the products section

Click "Add product"



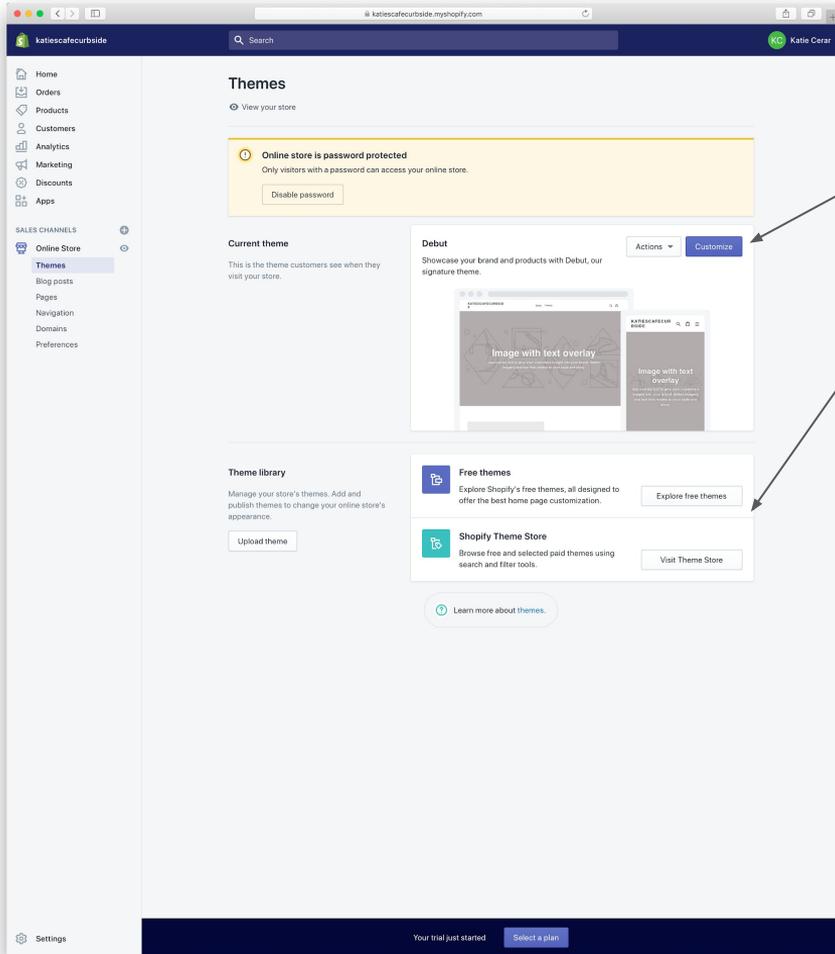
Add a name and description for each of your products. Make sure you include images.





Once you're happy with all your products, head over to customize your online store.

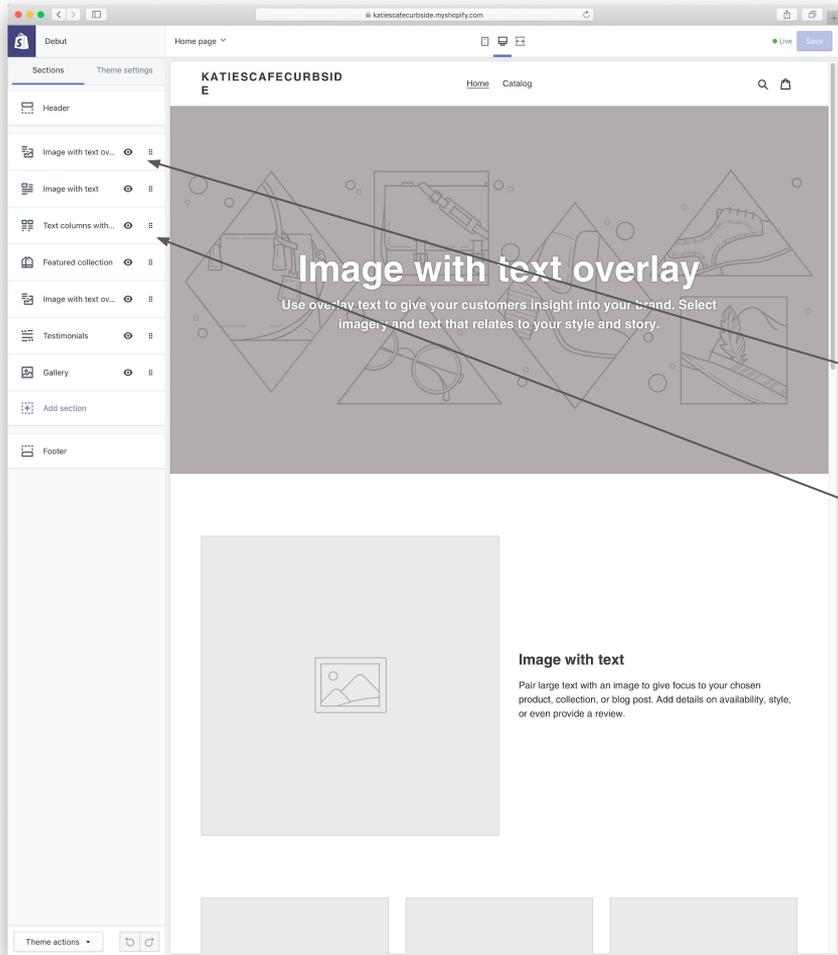
Customize your Store



Now we'll make your online store!

Choose "customize"

You can choose one of the free themes or explore the theme store for more options. I'm using a theme called "Debut" for this tutorial.



This is the theme editor.

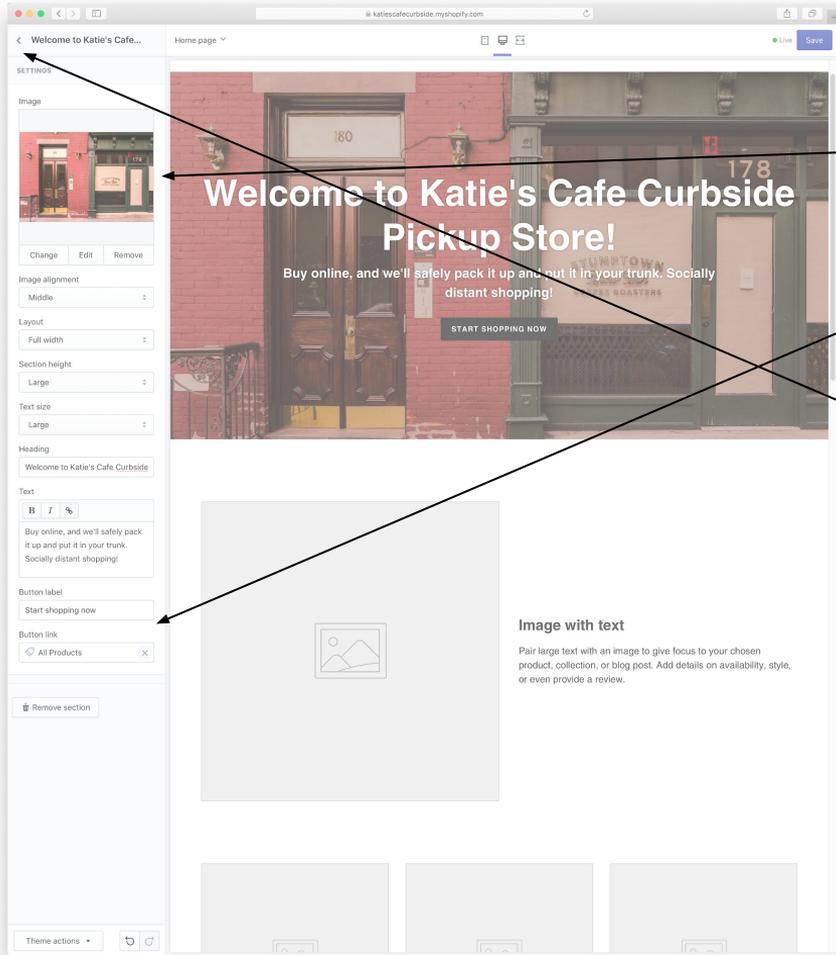
We're editing the "Home Page" of your online store right now.

You can play with all the sections to get this right for you, but for this tutorial we will use:

**Image with text overlay** to introduce our store to our customers.

**Text columns with images** to explain how curbside pickup works.

Remove the rest by clicking on each of them and clicking the "remove section" button. Or simply hide them by clicking on the  logo. You'll see the sections disappear from the preview on the right if you've successfully removed or hidden them.



Click “Image with text overlay” to start.

Add a great photo of your business and customize the heading and text.

Add a button for customers to start shopping. Select “All Products” as the Button link.

Hit the back button when you’re happy with how it looks.

How does this work?

SETTINGS

Heading

How does this work?

Text alignment

Left

CONTENT

You order and pay onl...

We pack up your orde...

Pick it up curbsied

Show image

Image

Change Edit Remove

Heading

Pick it up curbsied

Text

**B I**

You pull up in our parking lot, and we'll load your order straight into your trunk. Socially distant!

Button label

Button link

Paste a link or search

Remove content

Add column

Remove section

Theme actions

KATIESCAFECURBSID

Home Catalog

Welcome to Katie's Cafe Curbside Pickup Store!

Buy online, and we'll safely pack it up and put it in your trunk. Socially distant shopping!

START SHOPPING NOW

HOW DOES THIS WORK?

You order and pay online

Browse our site safely from home and make your order. Pay online easily.

We pack up your order safely

We use government recommended cleaning processes. We'll get your order and pack it up within about 20 minutes.

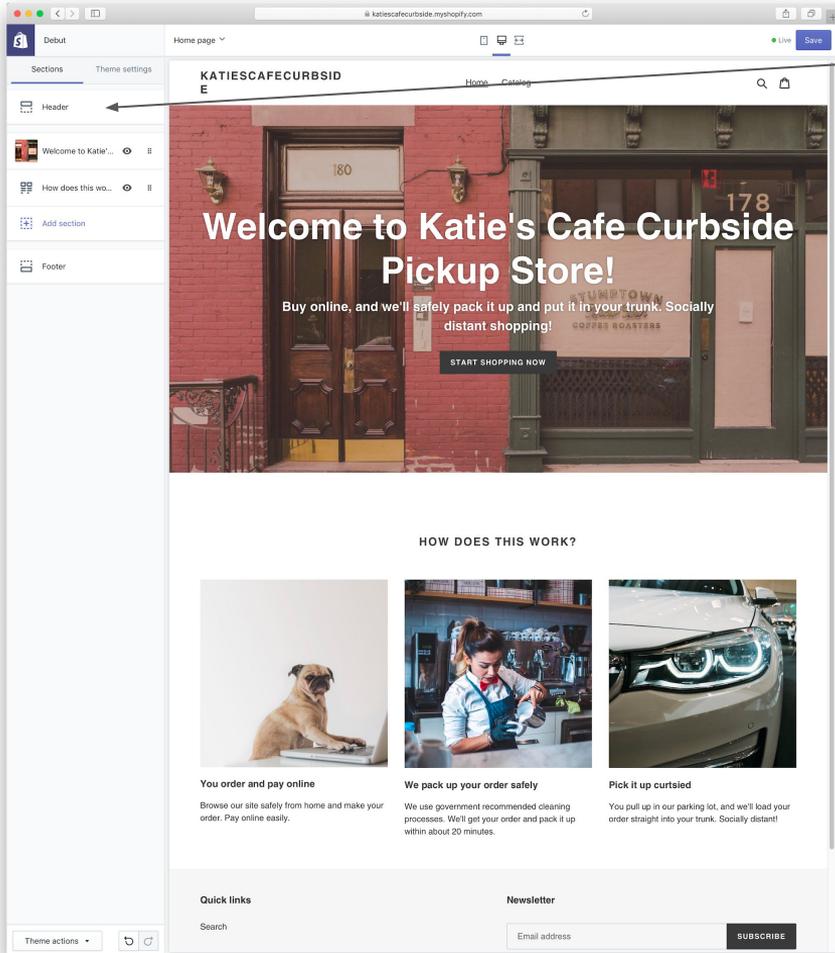
Pick it up curbsied

You pull up in our parking lot, and we'll load your order straight into your trunk. Socially distant!

FEATURED COLLECTION

Now let's configure the "Text columns with images"

I'm using these to explain the process. Add images and words to explain to your customers as you see fit.



Let's also customize the top of your website (where you see KATIESCAFECURBSIDE at the top in this site preview).

This part is called the "header".

The screenshot shows a web editor interface for a website titled "Katie's Cafe Curbside Pickup Store". The browser address bar shows "katiecafecurbside.myshopify.com". The page features a large hero image of a cafe entrance with the text "Welcome to Katie's Cafe Curbside Pickup Store!" and a sub-headline "Buy online, and we'll safely pack it up and put it in your trunk. Socially distant shopping!". A "START SHOPPING NOW" button is visible. Below the hero image is a section titled "HOW DOES THIS WORK?" with three columns of content: "You order and pay online" (with a pug image), "We pack up your order safely" (with a barista image), and "Pick it up curbside" (with a car image). The footer includes "Quick links", "Newsletter" (with an email input field and "SUBSCRIBE" button), and "Theme actions".

Header

Home page

SETTINGS

Logo alignment

Left

Centered

Logo image

Change Edit Remove

Custom logo width

65px

Menu

Select menu

ANNOUNCEMENT BAR

Show announcement

Home page only

Text

Announce something here

Link

Paste a link or search

Optional

Bar

Text

THEME SETTINGS

Theme actions

Live Save

180

178

Welcome to Katie's Cafe Curbside Pickup Store!

Buy online, and we'll safely pack it up and put it in your trunk. Socially distant shopping!

START SHOPPING NOW

HOW DOES THIS WORK?

You order and pay online

Browse our site safely from home and make your order. Pay online easily.

We pack up your order safely

We use government recommended cleaning processes. We'll get your order and pack it up within about 20 minutes.

Pick it up curbside

You pull up in our parking lot, and we'll load your order straight into your trunk. Socially distant!

Quick links

Newsletter

Search

Email address

SUBSCRIBE

Add your logo and whatever customizations you want here.

Debut

Home page

Sections Theme settings

Header

Welcome to Katie's Cafe

How does this work?

Add section

Footer

Home page

Password page

Product pages

Collection pages

Collections list

Blogs

Part

180

178

# Welcome to Katie's Cafe Curbside Pickup Store!

Buy online, and we'll safely pack it up and put it in your trunk. Socially distant shopping!

START SHOPPING NOW

## HOW DOES THIS WORK?



**You order and pay online**

Browse our site safely from home and make your order. Pay online easily.



**We pack up your order safely**

We use government recommended cleaning processes. We'll get your order and pack it up within about 20 minutes.



**Pick it up curbside**

You pull up in our parking lot, and we'll load your order straight into your trunk. Socially distant!

Quick links

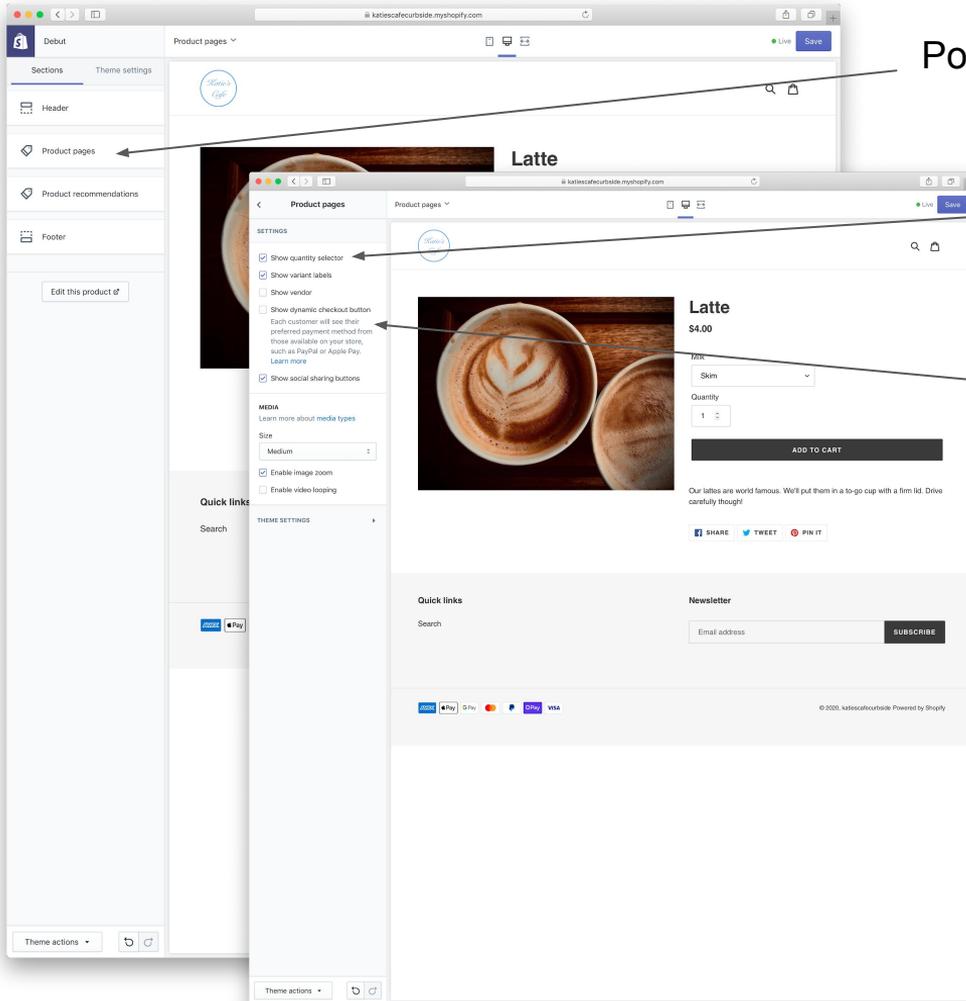
Newsletter

Search

Email address

SUBSCRIBE

Now let's customize your product pages



Pop in to here to change a few settings.

Allow your customers to choose how many of each item they want.

Remove the dynamic checkout button - you need them to go through the cart to add their license plate information.

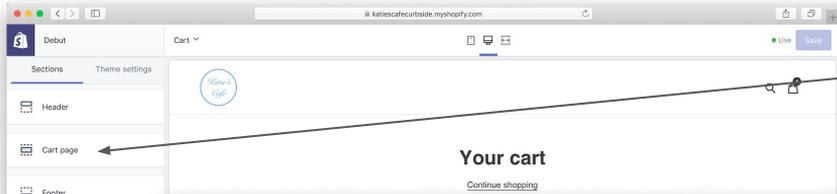
To preview the cart functionality, go ahead and add one of these products to your cart!

The screenshot shows the Shopify admin interface for a store named 'katescafeoutside.myshopify.com'. The left sidebar contains a 'Product pages' dropdown menu with the following options: Home page, Password page, Product pages (selected), Collection pages, Collections list, Blogs, and Cart. An arrow points from the 'Cart' option in the sidebar to the 'ADD TO CART' button on the product page.

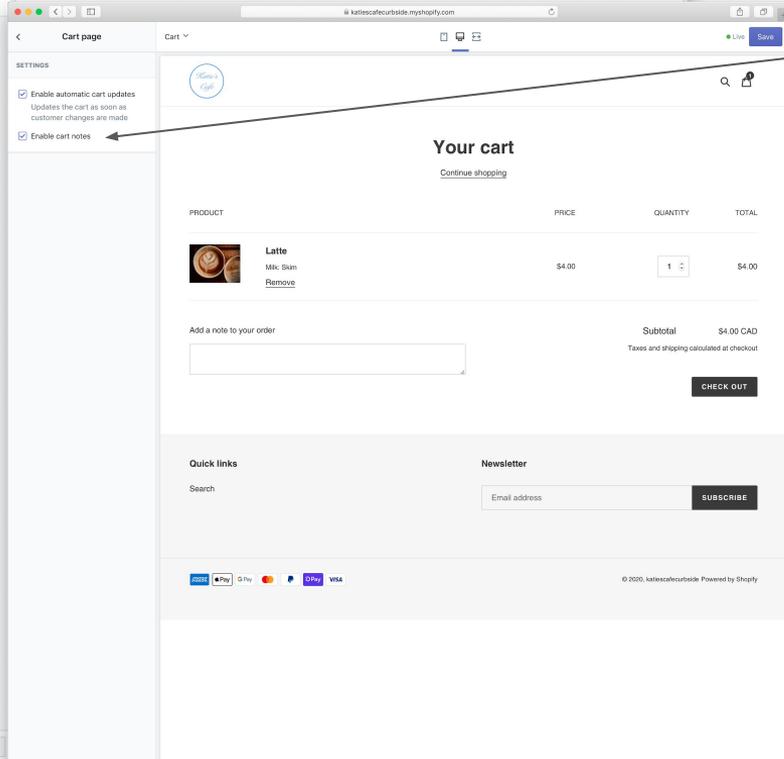
The main content area displays a product page for 'Latte' priced at '\$4.00'. The product features a large image of two lattes. Below the image, there are options for 'Milk' (Skim) and 'Quantity' (1). A black 'ADD TO CART' button is prominently displayed. Below the button, there is a short description: 'Our lattes are world famous. We'll put them in a to-go cup with a firm lid. Drive carefully though!' and social sharing icons for 'SHARE', 'TWEET', and 'PIN IT'.

At the bottom of the page, there are sections for 'Quick links' (with a search bar) and 'Newsletter' (with an email address input field and a 'SUBSCRIBE' button). The footer includes payment logos (Amex, PayPal, Stripe, Discover, Visa) and the text '© 2020, katescafeoutside Powered by Shopify'.

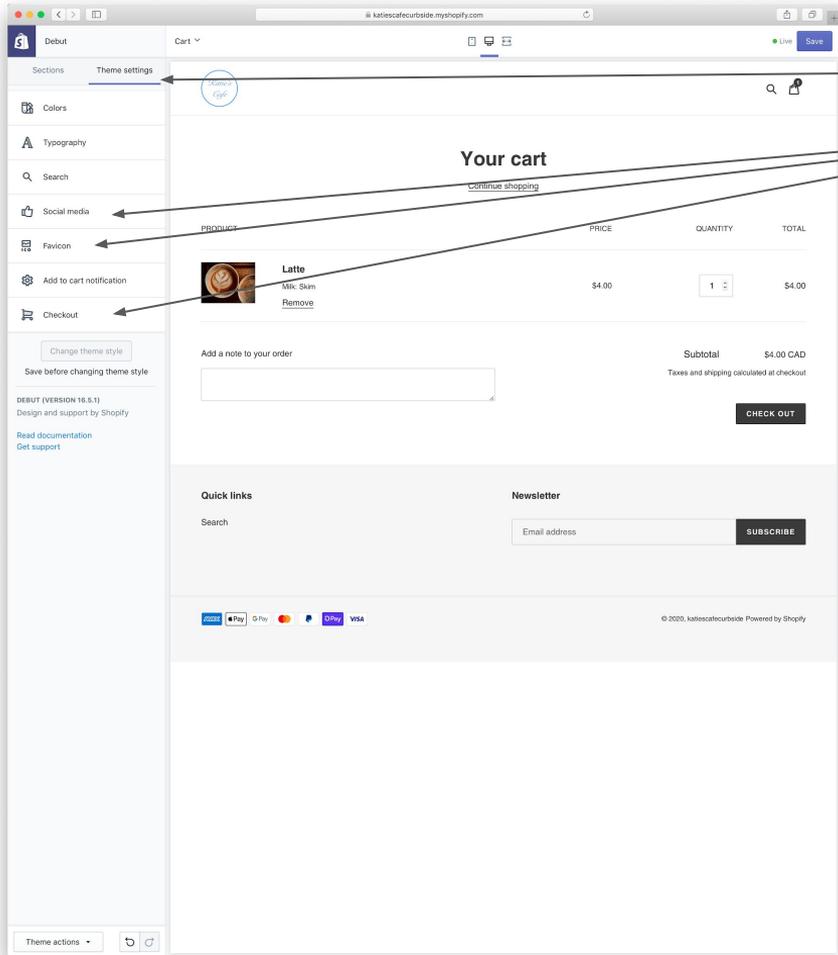
Next up, the shopping cart!



Let's edit the cart page



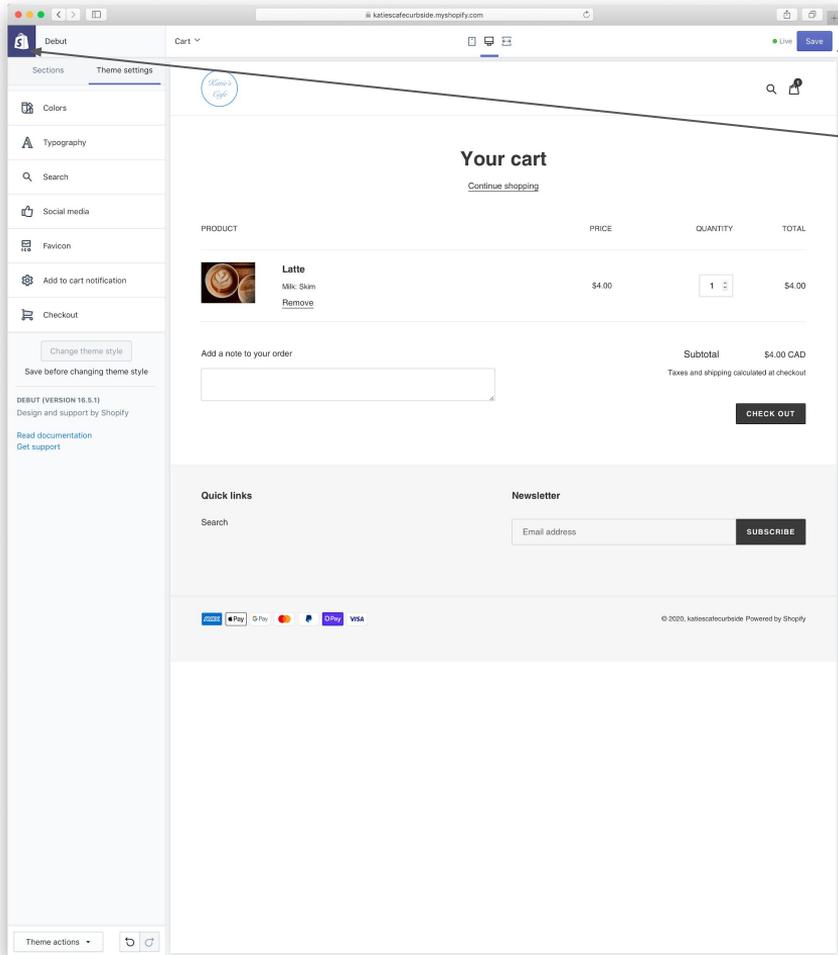
We need the cart notes so that customers can add their license plate. We will change the instructions later, I promise!



Play around with your theme settings.

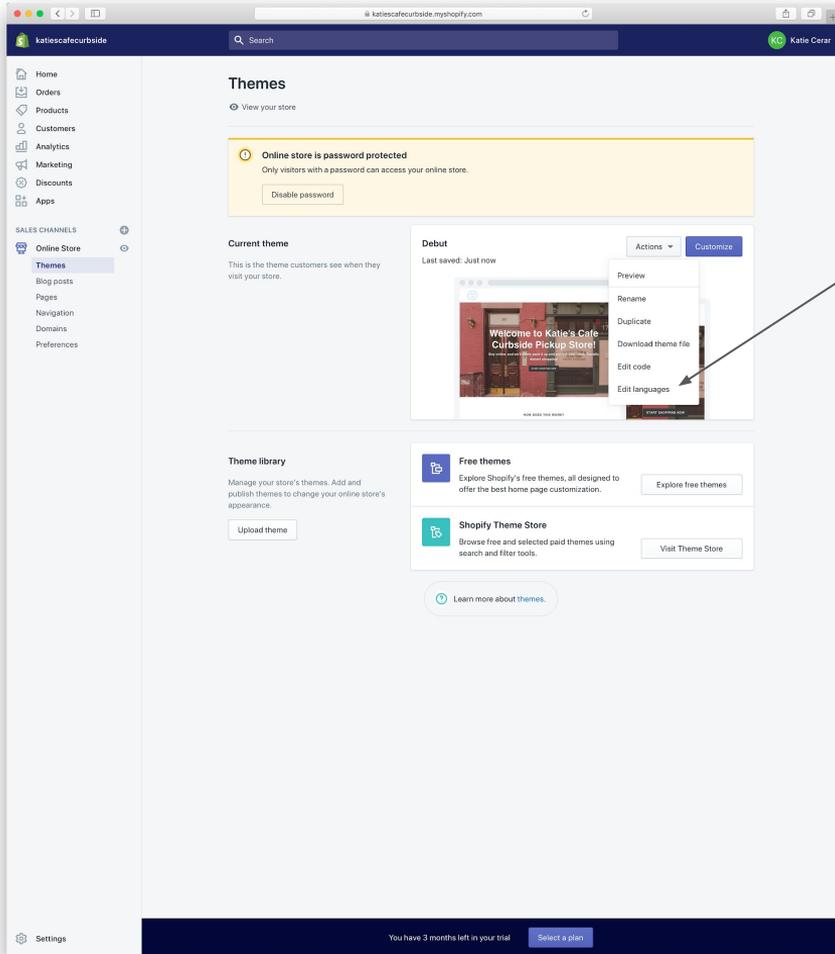
I'd recommend adding your social media if you have it, adding your logo as a favicon, and customizing your checkout with your logo as well. None of this is required but it helps make your site feel professional and personal to your business.

Otherwise, click around and make sure you're happy with how everything looks in your theme



Once you're happy, hit save.

Then let's go back to Shopify to finish our configuration.



Remember that cart note? Let's customize the instructions in there so that we can use it to collect the customer's license plate.

Choose Actions > Edit languages

Language (English) Save

General Blogs **Cart** Collections Contact Customer Homepage Layout Products Gift cards Sections Checkout & system

Filter Search translations

**General**

Title  
Your cart

Note  
Please indicate your license plate number and car make/model

Removed item html  
Removed (( quantity )) ( link )</span> from your cart.

Remove  
Remove

Subtotal

Savings  
You're saving

Taxes and shipping at checkout  
Taxes and shipping calculated at checkout

Taxes and shipping policy at checkout html  
Taxes and [shipping](#) calculated at checkout

Taxes included but shipping at checkout  
Tax included and shipping calculated at checkout

Taxes included and shipping policy html  
Tax included. [Shipping](#) calculated at checkout.

Update  
Update

Checkout  
Check out

Empty  
Your cart is currently empty.

Cookies required  
Enable cookies to use the shopping cart

Continue shopping  
Continue shopping

Cart error  
There was an error while updating your cart. Please try again.

Settings You have 3 months left in your trial Select a plan

Under cart, add your instructions in the field that called "Note"

Then hit save.

Shopify Admin Interface - Language (English) - Cart

Filter Search translations

**General**

Title  
Your cart

Note  
Please indicate your license plate number and car make/model

Removed item html  
Removed (( quantity )) ( link ) from your cart.

Remove  
Remove

Subtotal

Savings  
You're saving

Taxes and shipping at checkout  
Taxes and shipping calculated at checkout

Taxes and shipping policy at checkout html  
Taxes and [shipping](#) calculated at checkout

Taxes included but shipping at checkout  
Tax included and shipping calculated at checkout

Taxes included and shipping policy html  
Tax included. [Shipping](#) calculated at checkout.

Update  
Update

Checkout  
Check out

Empty  
Your cart is currently empty.

Cookies required  
Enable cookies to use the shopping cart

Continue shopping  
Continue shopping

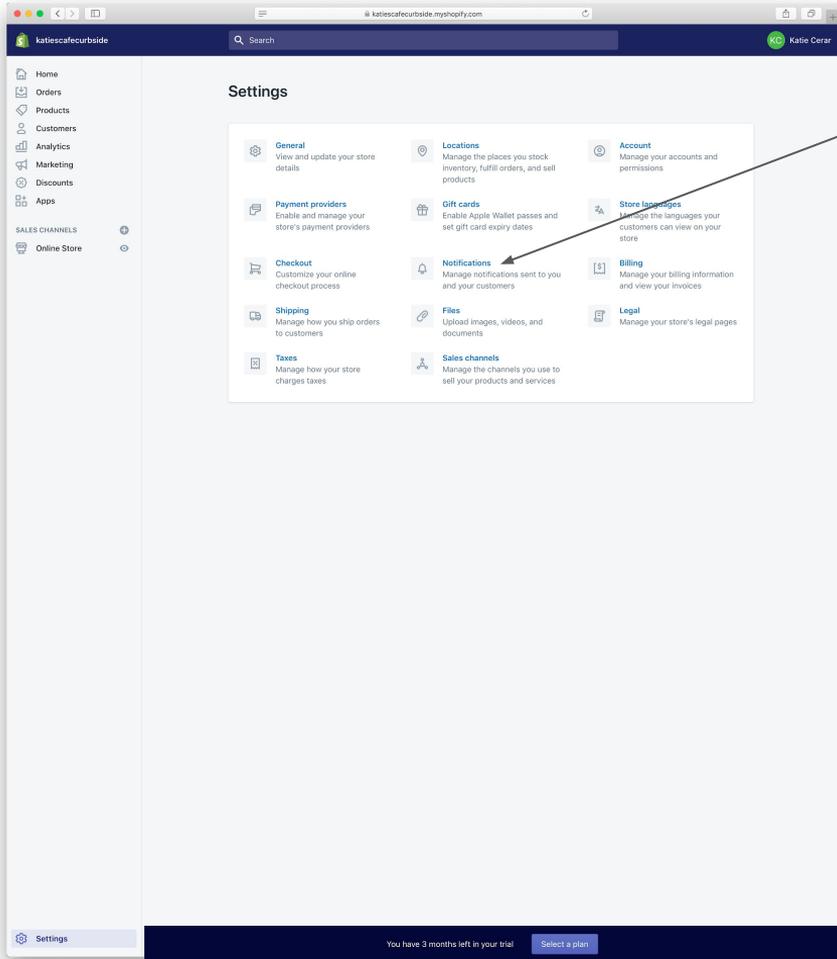
Cart error  
There was an error while updating your cart. Please try again.

Settings

You have 3 months left in your trial [Select a plan](#)

We're almost ready to go! Let's configure the emails your customers will receive from you

Customize your emails



Notification emails are what we'll use to let your customers know when it's time to come pick up their order!

katiescafeurbide myshopify.com

katiescafeurbide Search Katie Cesar

Home Orders Products Customers Analytics Marketing Discounts Apps SALES CHANNELS Online Store

< Settings

## Notifications

### Customers notifications

These notifications are automatically sent out to the customer. Click on the notification template to edit the content. See also the templates variables documentation.

Customize

#### Orders

- Order confirmation** Sent automatically to the customer after they place their order.
- Order edited** Sent to the customer after their order is edited (if you select this option).
- Order edited invoice** Sent to the customer after their order is edited and they owe money (if you select this option).
- Order canceled** Sent automatically to the customer if their order is canceled (if you select this option).
- Order refund** Sent automatically to the customer if their order is refunded (if you select this option).
- Draft order invoice** Sent to the customer when a draft order invoice is created. You can edit this email before you send it.
- Email cart from POS** Sent to the customer when you email their cart from POS. Includes a link to buy online.
- Abandoned checkout** Sent to the customer if they leave checkout before they buy the items in their cart. Configure options in "checkout settings".
- POS Exchange Receipt** Sent to the customer after they complete an exchange in person and want to be emailed a receipt.
- Gift card created** Sent automatically to the customer when you issue or fulfill a gift card.
- Payment error** Sent automatically to the customer if their payment can't be processed.

#### Shipping

- Fulfillment request** Sent automatically to a third-party fulfillment service provider when order items are fulfilled.
- Shipping confirmation** Sent automatically to the customer when their order is fulfilled (if you select this option).
- Shipping update** Sent automatically to the customer if their fulfilled order's tracking number is updated (if you select this option).
- Return label instructions** Sent to the customer after creating a return label.

#### Delivery

Optional emails to provide additional delivery updates to customers.

- Shipment out for delivery**  Send to the customer automatically after orders with tracking information are out for delivery.
- Shipment delivered**  Send to the customer automatically after orders with tracking information are delivered.

#### Customer

- Customer account invite** Sent to the customer with account activation instructions. You can edit this email before you send it.

Settings

You have 3 months left in your trial [Select a plan](#)

“Order Confirmation” is the email that’ll be sent when a customer orders. Let’s customize that first.

Shopify Admin Interface - Order confirmation notification template editor.

Search: [Search] | User: Katie Cesar

Order confirmation

Send test email | Preview | Save

Channels: Email | SMS

**Email body (HTML)**

```
{% capture_email_title %}Thank you for your purchase! {% endcapture_email_title %}

{% capture_email_body %}
{% if requires_shipping %}
Hi ({{ customer.first_name }}), we're getting your order ready to be shipped. We will notify you when it has been sent.
{% endif %}
{% endcapture_email_body %}

<!DOCTYPE html>
<html lang="en">
<head>
<title>{{ email_title }}</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width">
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
<style>
.button_cell { background: {{ shop_email_accent_color }}; }
.a, a:hover, a:active, a:visited { color: {{ shop_email_accent_color }}; }
</style>
</head>

<body>
<table class="body">
<tr>
<td>
<table class="header row">
<tr>
<td class="header_cell">
<center>

<table class="container">
<tr>
<td>

<table class="row">
<tr>
<td class="shop_name_cell">
{% if shop_email_logo_url %}

{% else %}
<h1 class="shop_name_text">
<a href="{{ shop_url }}" {{ shop_name }}</a>
</h1>
{% endif %}
</td>

<td class="order_number_cell">
<span class="order_number_text">
Order ({{ order_name }})
```

Yes, you're going to edit a bit of code! Don't worry, it's super easy.

First, select the text in this box (and only this bit!) and delete it.

Order confirmation

Send test email Preview Save

Email SMS

Email subject  
Order {{name}} confirmed

Email body (HTML)

{% capture email\_title %}Thank you for your purchase! {% endcapture %}

```
<!DOCTYPE html>
<html lang="en">
<head>
<title>{{ email_title | truncate: 100 }}>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width">
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
<style>
.button_cell { background: {{ shop.email.accent_color }}; }
a, a:hover, a:active, a:visited { color: {{ shop.email.accent_color }}; }
</style>
</head>
<body>
<table class="body">
<tr>
<td>
<table class="header row">
<tr>
<td class="header_cell">
<center>
<table class="container">
<tr>
<td>
<table class="row">
<tr>
<td class="shop_name_cell">
<div class="shop_email_logo_width">
<img alt="Shop logo" data-bbox="155 655 205 695" style="width: 100%; height: auto;"/>
</div>
<div class="shop_name_text">
<h1 class="shop_name_text">
<a href="{{shop.url}}">{{ shop.name }}</a>
</h1>
</div>
</td>
<td class="order_number_cell">
<span class="order_number_text">
Order {{ order_name }}
</span>
</td>
</tr>
</table>
</td>
</tr>
</table>
</td>
</tr>
</table>
```

**Liquid variables**

You can use Liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop.email.logo.url}}
- {{shop.email.logo.alt}}
- {{shop.email.accent\_color}}

Read more about using Liquid variables in notification templates

Settings You have 3 months left in your trial Select a plan

It should look like this now.

Order confirmation

Send test email Preview Save

Email SMS

Email subject  
Order {{name}} confirmed

Email body (HTML)

```
{% capture email_title %}Thank you for your purchase! {% endcapture %}

<!DOCTYPE html>
<html lang="en">
<head>
<title{{ email_title }}</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width">
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
<style>
.button_cell { background: {{ shop.email_accent_color }};
a, a:hover, a:active, a:visited { color: {{ shop.email_accent_color }}; }
</style>
</head>
<body>
<table class="body">
<tr>
<td>
<table class="header row">
<tr>
<td class="header_cell">
<center>
<table class="container">
<tr>
<td>
<table class="row">
<tr>
<td class="shop_name_cell">
<div class="shop_email_logo">

<div class="shop_name_text">
<h1 class="shop_name">{{ shop_name }}</h1>
</div>
</div>
</td>
<td class="order_number_cell">
<span class="order_number_text">
Order {{ order_name }}
</span>
</td>
</tr>
</table>
</td>
</tr>
</table>
</td>
</tr>
</table>
```

**Liquid variables**

You can use Liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop.email\_logo\_url}}
- {{shop.email\_logo\_width}}
- {{shop.email\_accent\_color}}

Read more about using Liquid variables in notification templates

Settings You have 3 months left in your trial Select a plan

Highlight the code below (green text) and copy it.

```
{% capture email_body %}
```

```
Hi {{ customer.first_name }}, thanks so much for  
your order! We're getting your order ready for  
pickup. We will notify you by email when it is ready  
for pickup!
```

```
{% endcapture %}
```

Shopify Admin - katiescafecurbside.myshopify.com

Order confirmation

Send test email Preview Save

Email SMS

Email subject  
Order {{ name }} confirmed

Email body (HTML)

```
{% capture email_title %}Thank you for your purchase! {% endcapture %}

<!DOCTYPE html>
<html lang="en">
  <head>
    <title>{{ email_title | truncate: 100 }}</title>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
    <meta name="viewport" content="width=device-width">
    <link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
    <style>
      .button_cell { background: {{ shop_email_accent_color }}; }
      a, a:hover, a:active, a:visited { color: {{ shop_email_accent_color }}; }
    </style>
  </head>
  <body>
    <table class="body">
      <tr>
        <td>
          <table class="header row">
            <tr>
              <td class="header_cell">
                <center>
                  <table class="container">
                    <tr>
                      <td>
                        <table class="row">
                          <tr>
                            <td class="shop_name_cell">
                              <div>
                                <img alt="Shopify logo" data-bbox="150 680 200 700" style="float: left; margin-right: 10px;"/>
                                <div style="display: inline-block; vertical-align: middle;">
                                  <h1 class="shop_name_text">
                                    <a href="{{ shop_url }}">{{ shop_name }}</a>
                                  </h1>
                                </div>
                              </div>
                            </td>
                            <td class="order_number_cell">
                              <span class="order_number_text">
                                Order {{ order_name }}
                              </span>
                            </td>
                          </tr>
                        </table>
                      </td>
                    </tr>
                  </table>
                </center>
              </td>
            </tr>
          </table>
        </td>
      </tr>
    </table>
  </body>
</html>
```

**Liquid variables**

You can use Liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{ shop\_email\_logo\_url }}
- {{ shop\_email\_logo\_width }}
- {{ shop\_email\_accent\_color }}

[Read more about using Liquid variables in notification templates](#)

Settings You have 3 months left in your trial Select a plan

Paste the code here on the second line.

Order confirmation

Send test email Preview Save

Email SMS

Email subject  
Order {{name}} confirmed

Email body (HTML)  
{% capture email\_title %}Thank you for your purchase! {% endcapture %}  
{% capture email\_body %}  
Hi {{customer.first\_name}}, thanks so much for your order! We're getting your order ready for pickup. We will notify you by email when it is ready for pickup!  
{% endcapture %}

Liquid variables

You can use Liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop\_email\_logo\_url}}
- {{shop\_email\_logo\_alt}}
- {{shop\_email\_logo\_color}}

Read more about using Liquid variables in notification templates

```
<!DOCTYPE html>
<html lang="en">
<head>
<title>{{ email_title }}</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width">
<link rel="stylesheet" type="text/css" href="{{assets/notifications/styles.css}}>
<style>
  .button_cell { background: {{ shop_email_accent_color }}; }
  a, a: hover, a: active, a: visited { color: {{ shop_email_accent_color }}; }
</style>
</head>

<body>
<table class="body">
<tr>
<td>
<table class="header row">
<tr>
<td class="header__cell">
<center>

<table class="container">
<tr>
<td>

<table class="row">
<tr>
<td class="shop_name__cell">
{%- if shop_email_logo_url %}

{%- else %}
<h1 class="shop_name_text">
<a href="{{shop.url}}">{{shop_name }}</a>
</h1>
{%- endif %}
</td>

<td class="order_number__cell">
<span class="order_number_text">
Order {{order_name }}
</span>
</td>
</tr>
</table>
</td>
</tr>
</table>
</tr>
</table>
```

This is what you should see.

If you'd like, edit the text that says *"Hi {{customer.first\_name}}, thanks so much for your order! We're getting your order ready for pickup. We will notify you by email when it is ready for pickup!"* but don't touch anything else.

That's it - you just wrote code!

Order confirmation

Send test email Preview Save

Email SMS

Email subject  
Order {{name}} confirmed

Email body (HTML)

```
(% capture email_title %)Thank you for your purchase! (% endcapture %)
(% capture email_body %)
Hi {{ customer.first_name }}, thanks so much for your order! We're getting your order ready for pickup. We will notify you by email when it is ready for pickup!
(% endcapture %)

<!DOCTYPE html>
<html lang="en">
<head>
<title>{{ email_title }}</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width">
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
<style>
  .button_cell { background: {{ shop_email_accent_color }}; }
  a, a:hover, a:active, a:visited { color: ({{ shop_email_accent_color }}); }
</style>
</head>

<body>
<table class="body">
<tr>
<td>
<table class="header row">
<tr>
<td class="header__cell">
<center>
<table class="container">
<tr>
<td>
<table class="row">
<tr>
<td class="shop_name__cell">
(% if shop_email_logo_url %)

<a href="{{shop.url}}">{{ shop_name }}</a>
<h1>
(% endif %)
</td>
<td class="order-number__cell">
<span class="order-number_text">
Order ({{ order_name }})
</span>
</td>
</tr>
</table>
</tr>
</table>
</td>
</tr>
</table>

```

Liquid variables

You can use liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop\_email\_logo\_url}}
- {{shop\_email\_logo\_alt}}
- {{shop\_email\_accent\_color}}

Read more about using liquid variables in notification templates

Settings You have 3 months left in your trial Select a plan

Preview it to make sure you're happy.

Preview

Subject Order #9999 confirmed

katiescafeurbside

ORDER #9999

Thank you for your purchase!

Hi John, thanks so much for your order! We're getting your order ready for pickup. We will notify you by email when it is ready for pickup!

View your order

or Visit our store

Order summary

	Our world famous croissant x 1	\$4.00
	Latte x 1	\$4.00
	Sums	Free
	DISCOUNT (-\$5.00)	
Subtotal		\$3.00
Shipping		\$10.00
Taxes		\$0.00
Total		<b>\$13.00 CAD</b>
		You saved \$5.00

Customer information

Shipping address

Steve Shipper  
Shipping Company  
123 Shipping Street  
Shippingtown KY 40003  
United States

Billing address

Bob Biller  
My Company  
123 Billing Street  
Biltown KY K2P0B0  
United States

Shipping method

Generic Shipping

Liquid variables

You can use liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop\_email\_logo\_url}}
- {{shop\_email\_logo\_alt}}
- {{shop\_email\_accent\_color}}

Read more about using liquid variables in notification templates



Shopify Admin Interface - Notifications Settings

URL: katiescafeurbisde.myshopify.com

Search: [Search]

Profile: Katie Cesar

Navigation: Home, Orders, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS, Online Store

### Notifications

Customers notifications

These notifications are automatically sent out to the customer. Click on the notification template to edit the content. See also the templates variables documentation.

Customize

#### Orders

- Order confirmation** Sent automatically to the customer after they place their order.
- Order edited** Sent to the customer after their order is edited (if you select this option).
- Order edited invoice** Sent to the customer after their order is edited and they owe money (if you select this option).
- Order canceled** Sent automatically to the customer if their order is canceled (if you select this option).
- Order refund** Sent automatically to the customer if their order is refunded (if you select this option).
- Draft order invoice** Sent to the customer when a draft order invoice is created. You can edit this email before you send it.
- Email cart from POS** Sent to the customer when you email their cart from POS. Includes a link to buy online.
- Abandoned checkout** Sent to the customer if they leave checkout before they buy the items in their cart. Configure options in "checkout settings".
- POS Exchange Receipt** Sent to the customer after they complete an exchange in person and want to be emailed a receipt.
- Gift card created** Sent automatically to the customer when you issue or fulfill a gift card.
- Payment error** Sent automatically to the customer if their payment can't be processed.

#### Shipping

- Fulfillment request** Sent automatically to a third-party fulfillment service provider when order items are fulfilled.
- Shipping confirmation** Sent automatically to the customer when their order is fulfilled (if you select this option).
- Shipping update** Sent automatically to the customer if their fulfilled order's tracking number is updated (if you select this option).
- Return label instructions** Sent to the customer after creating a return label.

#### Delivery

Optional emails to provide additional delivery updates to customers.

- Shipment out for delivery**  Send to the customer automatically after orders with tracking information are out for delivery.
- Shipment delivered**  Send to the customer automatically after orders with tracking information are delivered.

#### Customer

- Customer account invite** Sent to the customer with account activation instructions. You can edit this email before you send it.

Settings | You have 3 months left in your trial | Select a plan

This is the email we'll send when the order is ready. Let's customize it!

Shipping confirmation

Send test email Preview Save

Email SMS

Email subject  
A shipment from order {{ name }} is on the way

Email body (HTML)

```
{% if fulfillment.item_count == item_count %}
{% capture email_title %}Your order is on the way{% endcapture %}
{% capture email_body %}Your order is on the way. Track your shipment to see the
delivery status.{% endcapture %}
{% else %}
{% if fulfillment.item_count > 1 %}
{% capture email_title %}The last items in your order are on the way{% endcapture %}
{% capture email_body %}The last items in your order are on the way. Track your
shipment to see the delivery status.{% endcapture %}
{% else %}
{% capture email_title %}Some items in your order are on the way{% endcapture %}
{% capture email_body %}Some items in your order are on the way. Track your
shipment to see the delivery status.{% endcapture %}
{% endif %}
{% else %}
{% if fulfillment.status == 'fulfilled' %}
{% capture email_title %}The last item in your order is on the way{% endcapture %}
{% capture email_body %}The last item in your order is on the way. Track your
shipment to see the delivery status.{% endcapture %}
{% else %}
{% capture email_title %}One item in your order is on the way{% endcapture %}
{% capture email_body %}One item in your order is on the way. Track your shipment
to see the delivery status.{% endcapture %}
{% endif %}
{% endif %}

{% capture email_emphasis %}Estimated delivery date: <strong>
{{ fulfillment.estimated_delivery_at | date: '%B %-d, %Y' }}</strong>{% endcapture %}

<!DOCTYPE html>
<html lang="en">
<head>
<title>{{ email_title }}</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width">
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
<style>
button._cell { background: ({{ shop.email_accent_color }});
a, a:hover, a:active, a:visited { color: ({{ shop.email_accent_color }});
</style>
</head>
<body>
<table class="body">
<tr>
<td>
<table class="header row">
<tr>
<td class="header_cell">
```

Liquid variables

You can use liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop.email\_logo\_url}}
- {{shop.email\_logo\_width}}
- {{shop.email\_accent\_color}}

[Read more about using liquid variables in notification templates](#)

You're going to follow the same steps with this email. Start by deleting this code from the email template.

Shipping confirmation

Send test email Preview Save

Email SMS

Email subject  
Your order from {{ name }} is ready for curbside pickup!

Email body (HTML)

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <title{{ email_title }}<title>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
    <meta name="viewport" content="width=device-width">
    <link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
    <style>
      .button_cell { background: {{ shop_email_accent_color }};
      a, a:hover, a:active, a:visited { color: {{ shop_email_accent_color }}; }
    </style>
  </head>
  <body>
    <table class="body">
      <tr>
        <td class="header_row">
          <tr>
            <td class="header_cell">
              <center>
                <table class="container">
                  <tr>
                    <td>
                      <table class="row">
                        <tr>
                          <td class="shop_name_cell">
                            [%- if shop_email_logo_url %]
                              
                            [%- else %]
                              <td class="shop_name_text">
                                <a href="{{shop.url}}">{{shop_name }}</a>
                              </td>
                            [%- endif %]
                          </td>
                          <td class="order-number_cell">
                            <span class="order-number_text">
                              Order {{ order_name }}
                            </span>
                          </td>
                        </tr>
                      </table>
                    </td>
                  </tr>
                </table>
              </center>
            </td>
          </tr>
        </td>
      </tr>
    </table>
```

**Liquid variables**

You can use Liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop\_email\_logo\_url}}
- {{shop\_email\_logo\_alt}}
- {{shop\_email\_accent\_color}}

Read more about using Liquid variables in notification templates

Settings You have 3 months left in your trial Select a plan

Highlight the code below (green text) and copy it.

```
{% capture email_body %}
```

```
  Hi {{ customer.first_name }}, thanks so much for  
  your order! It's now ready for pickup. Please head to  
  our storefront and pop your trunk. We'll check your  
  license plate and put your order in the trunk!
```

```
{% endcapture %}
```

Shipping confirmation

Send test email Preview Save

Email SMS

Email subject  
Your order from {{ name }} is ready for curbside pickup!

Email body (HTML)

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <title{{ email_title }}<title>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8">
    <meta name="viewport" content="width=device-width">
    <link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
    <style>
      .button_cell { background: {{ shop_email_accent_color }};
      a, a:hover, a:active, a:visited { color: {{ shop_email_accent_color }}; }
    </style>
  </head>

  <body>

    <table class="body">
      <tr>
        <td>
          <table class="header row">
            <tr>
              <td class="header_cell">
                <center>
                  <table class="container">
                    <tr>
                      <td>
                        <table class="row">
                          <tr>
                            <td class="shop_name_cell">
                              <div class="shop_name">
                                
                                <div class="shop_name_text">
                                  <a href="{{ shop_url }}">{{ shop_name }}</a>
                                </div>
                              </div>
                            </td>
                            <td class="order_number_cell">
                              <span class="order_number_text">
                                Order {{ order_name }}
                              </span>
                            </td>
                          </tr>
                        </table>
                      </td>
                    </tr>
                  </table>
                </center>
              </td>
            </tr>
          </table>
        </td>
      </tr>
    </table>
  </body>
</html>
```

**Liquid variables**

You can use liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{ shop\_email\_logo\_url }}
- {{ shop\_email\_logo\_width }}
- {{ shop\_email\_accent\_color }}

Read more about using liquid variables in notification templates

Settings You have 3 months left in your trial Select a plan

Paste the code here on the first line.

Shipping confirmation

Send test email Preview Save

Email SMS

Email subject  
Your order from {{ name }} is ready for curbside pickup!

Email body (HTML)

{% capture email\_body %}

Hi {{ customer.first\_name }}, thanks so much for your order! It's now ready for pickup. Please head to our storefront and pop your trunk. We'll check your license plate and put your order in the trunk!

{% endcapture %}

<!DOCTYPE html>  
<html lang="en">  
<head>  
<title={{ email\_title }}</title>  
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">  
<meta name="viewport" content="width=device-width">  
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">  
<style>  
 .button\_cell { background: {{ shop\_email\_accents\_color }};  
 a, a:shover, a:active, a:visited { color: {{ shop\_email\_accents\_color }};  
</style>  
</head>  
<body>  
  
<table class="body">  
<tr>  
<td>  
 <table class="header row">  
<tr>  
<td class="header\_cell">  
<center>  
  
<table class="container">  
<tr>  
<td>  
  
<table class="row">  
<tr>  
<td class="shop\_name\_cell">  
{% if shop\_email\_logo\_url %}  
<img alt="{{shop\_email\_logo\_url}}" alt="{{ shop\_name }}" width="{{ shop\_email\_logo\_width }}">  
{% else %}  
<h1 class="shop\_name\_text">  
<a href="{{shop.url}}">{{ shop.name }}</a>  
</h1>  
{% endif %}  
</td>  
  
<td class="order-number\_cell">  
<span class="order-number\_text">  
Order {{ order\_name }}  
</span>

**Liquid variables**

You can use liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop\_email\_logo\_url}}
- {{shop\_email\_accents\_color}}
- {{shop\_email\_accents\_color}}

Read more about using liquid variables in notification templates

This is what you should see.

If you'd like, edit the text that says "Hi {{customer.first\_name}}, thanks so much for your order! It's now ready for pickup. Please head to our storefront and pop your trunk. We'll check your license plate and put your order in the trunk!" but don't touch anything else.

Shipping confirmation

Send test email Preview Save

Email SMS

Email subject  
Your order from {{ name }} is ready for curbside pickup!

Email body (HTML)  
{% capture email\_body %}  
Hi {{ customer.first\_name }}, thanks so much for your order! It's now ready for pickup.  
Please head to our storefront and pop your trunk. We'll check your license plate and put your order in the trunk!  
{% endcapture %}

<!DOCTYPE html>  
<html lang="en">  
<head>  
<title>{{ email\_title }}</title>  
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">  
<meta name="viewport" content="width=device-width">  
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">  
<style>  
 .button\_cell { background: {{ shop\_email\_accent\_color }};  
 a, a: hover, a: active, a: visited { color: {{ shop\_email\_accent\_color }};  
</style>  
</head>  
<body>  
  
<table class="body">  
<tr>  
<td>  
 <table class="header row">  
<tr>  
<td class="header\_cell">  
<center>  
  
<table class="container">  
<tr>  
<td>  
  
<table class="row">  
<tr>  
<td class="shop\_name\_cell">  
{% if shop\_email\_logo\_url %}  
<img alt="{{shop\_email\_logo\_url}}" alt="{{ shop\_name }}" width="{{shop\_email\_logo\_width}}">  
{% else %}  
<h1 class="shop\_name\_text">  
<a href="{{shop.url}}">{{ shop\_name }}</a>  
</h1>  
{% endif %}  
</td>  
  
<td class="order\_number\_cell">  
<span class="order\_number\_text">  
Order {{ order\_name }}  
</span>

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- {{shop\_email\_logo\_alt}}
- {{shop\_email\_accent\_color}}

Read more about using liquid variables in notification templates

Settings You have 3 months left in your trial Select a plan

Update the subject line too :)

Preview and save.

You are now ready to launch your store!

Launch your store!

Shipping confirmation

Send test email Preview Save

Email SMS

Email subject  
Your order from {{ name }} is ready for curbside pickup!

Email body (HTML)

```
{% capture email_body %}
Hi {{ customer_first_name }}, thanks so much for your order! It's now ready for pickup.
Please head to our storefront and pop your trunk. We'll check your license plate and
put your order in the trunk!
{% endcapture %}

<!DOCTYPE html>
<html lang="en">
<head>
<title>{{ email_title }}</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<meta name="viewport" content="width=device-width">
<link rel="stylesheet" type="text/css" href="/assets/notifications/styles.css">
<style>
.button_cell { background: {{ shop_email_accent_color }}; }
a, a:hover, a:active, a:visited { color: {{ shop_email_accent_color }}; }
</style>
</head>
<body>
<table class="body">
<tr>
<td>
<table class="header row">
<tr>
<td class="header_cell">
<center>
<table class="container">
<tr>
<td>
<table class="row">
<tr>
<td class="shop_name_cell">
{% if shop_email_logo_url %}
<img alt="{{shop_email_logo_url}}" alt="{{ shop_name }}" width="{{
shop_email_logo_width }}" />
{% else %}
<h1 class="shop_name_text">
<a href="{{shop.url}}>{{ shop_name }}</a>
</h1>
{% endif %}
</td>
<td class="order-number_cell">
<span class="order-number_text">
Order {{ order_name }}
</span>
</td>

```

Liquid variables

You can use Liquid variables to output an accent colour and logo image in your templates. The available variables are:

- {{shop\_email\_logo\_url}}
- {{shop\_email\_accent\_color}}
- {{shop\_email\_logo\_width}}

[Read more about using Liquid variables in notification templates](#)

Settings

You have 3 months left in your trial [Select a plan](#)

Time to choose a plan

Account

### Pick a plan for your store

Pick a plan to use when your free trial ends

There is no risk—if Shopify isn't right for you, cancel before June 19 and we won't charge you.

Your plan includes: **online store**. [Add features](#)

Basic Shopify	Shopify	Advanced Shopify
<b>\$ 29</b> /month	<b>\$ 79</b> /month	<b>\$ 299</b> /month
<a href="#">Choose this plan</a>	<a href="#">Choose this plan</a>	<a href="#">Choose this plan</a>
<b>Start selling your products online with your secure, beautiful store, and in person at events, fairs, or markets.</b>	<b>Add features like gift cards, retail hardware support, and professional reports to sell online or at a retail store.</b>	<b>Scale your business online and in person with advanced reporting, and third-party calculated shipping rates.</b>
<b>Credit card rates</b> ⓘ Domestic: 2.9% + 30¢ International: 3.5% + 30¢ In Person: 2.7% + 0¢ ⓘ	<b>Credit card rates</b> ⓘ Domestic: 2.7% + 30¢ International: 3.4% + 30¢ In Person: 2.6% + 0¢ ⓘ	<b>Credit card rates</b> ⓘ Domestic: 2.4% + 30¢ International: 3.3% + 30¢ In Person: 2.4% + 0¢ ⓘ
<b>Staff accounts</b> 2 ⓘ	<b>Staff accounts</b> 5 ⓘ	<b>Staff accounts</b> 15 ⓘ
<b>Shipping discount</b> Good ⓘ	<b>Shipping discount</b> Better ⓘ	<b>Shipping discount</b> Best ⓘ
<b>Locations</b> 4 ⓘ	<b>Locations</b> 5 ⓘ	<b>Locations</b> 8 ⓘ
<b>Shopify for retail</b> Shopify POS for markets and events	<b>Shopify for retail</b> Shopify POS for retail stores and pop-up shops ⓘ	<b>Shopify for retail</b> Shopify POS for retail stores and pop-up shops ⓘ

**Remove your online store**

Sell with Buy Button, on Facebook, and in person with point of sale for only \$9/month.

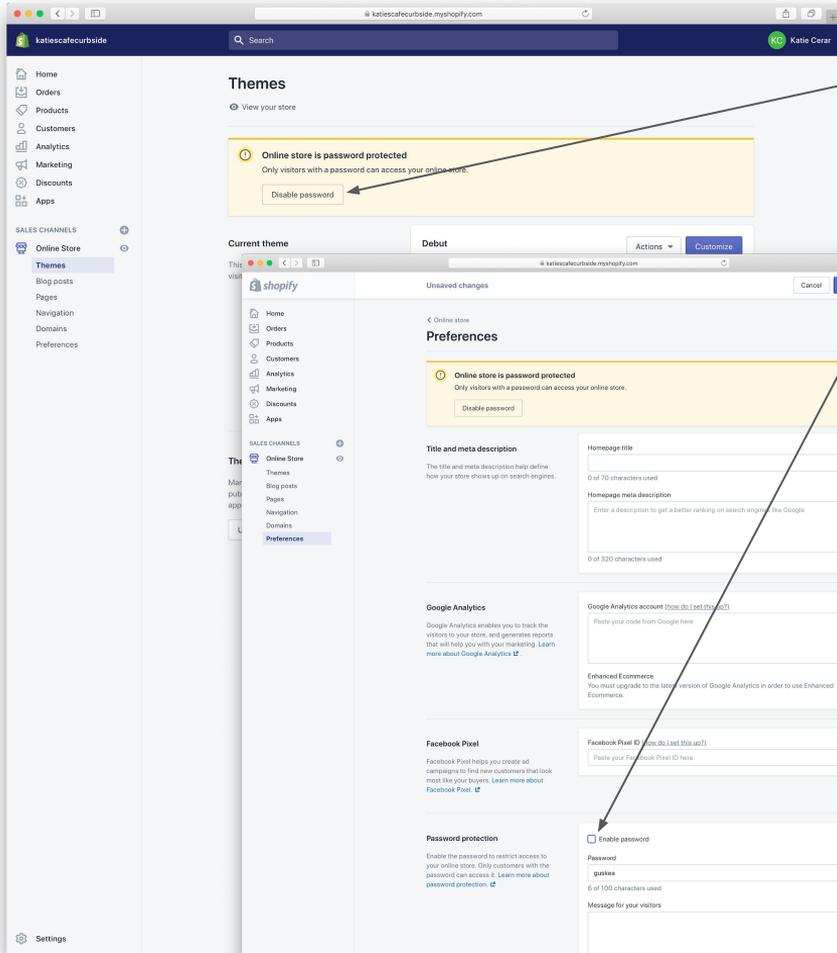
[Remove online store](#)

[Learn more about pricing on shopify.com](#)

Settings

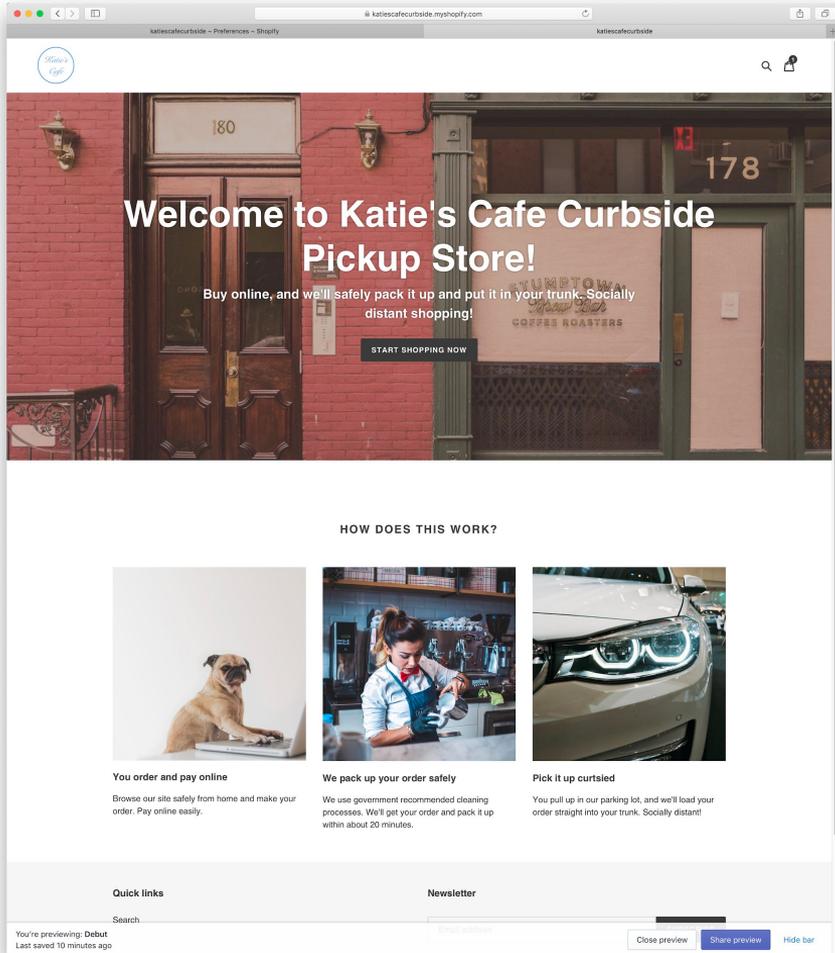
Choose the plan you want. This plan is likely all you need to start.

You'll be prompted for payment information but you won't be charged for 90 days.



Alright let's launch this! Hop back to your online store and disable the password protection on your site.

Once you hit save, your site is live!



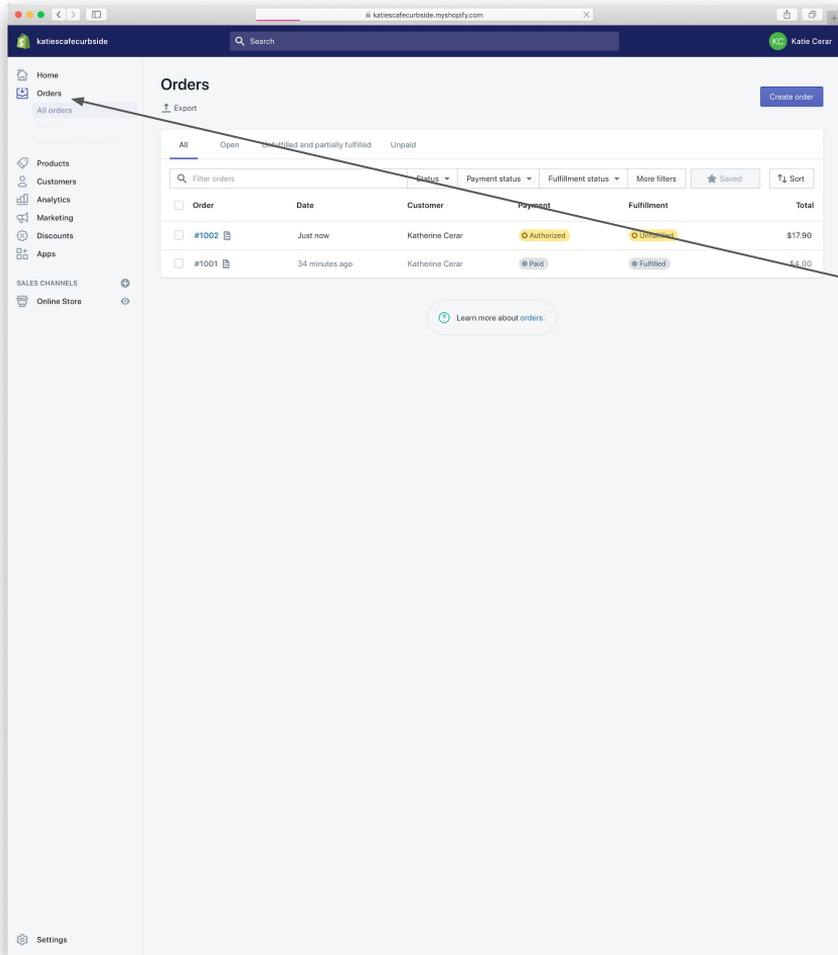
Nice site!

You can start marketing this however you want - through social media, through email, word of mouth. Be creative. Shopify has lots of great marketing features too that you can explore!

Your site URL is what you signed up with, but you can customize the domain in Shopify if you want something more fancy.

Now that you have built and launched your store, it's time to explain how you will take and fulfill orders from customers.

Taking orders



When you get an order, you'll receive an email from Shopify to the address you signed up with. You can also log back into Shopify at [www.shopify.com](https://www.shopify.com) to check your orders at anytime.

Orders will show up in the Orders section of Shopify.

The screenshot displays the Shopify admin interface for order #1001. The order is in an 'Unfulfilled' state with 'Payment authorized'. The main content area shows the order details, including a list of items (Latte Skim), shipping information, and a payment summary. On the right, there are sections for Notes, Customer information, Contact information, Shipping address, Billing address, Conversion summary, and Fraud analysis. At the bottom, there is a 'Timeline' section showing a sequence of events related to the order, such as email confirmation, payment authorization, and a note added at checkout. Two blue buttons are highlighted with arrows: 'Mark as fulfilled' and 'Capture Payment'.

Once an order is ready for pickup, capture the payment and then “Mark as fulfilled”. This will capture payment from their card, and send the customer an email notifying them that their order is ready for pickup.

The screenshot shows the Shopify fulfillment interface for order #1001. The left sidebar contains navigation options: Home, Orders (with 'All orders' selected), Drafts, Abandoned checkouts, Products, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (with 'Online Store' selected), and Settings. The main content area is titled 'Fulfillment' and includes a 'Cancel' button. It is divided into three sections: 'No shipping required', 'QUANTITY TO FULFILL', and 'NOTIFY CUSTOMER OF SHIPMENT'. The 'QUANTITY TO FULFILL' section contains a table with columns for 'Items', 'Weight', and 'Quantity'. The 'Summary' section shows 'Fulfilling from South' and 'NO SHIPPING REQUIRED'. A blue 'Fulfill Items' button is located at the bottom of the summary section. An arrow points from the text on the right to this button.

Items	Weight	Quantity
Latte Skim	0.0 kg	1 of 1

**NOTIFY CUSTOMER OF SHIPMENT**  
 Send shipment details to your customer now

**Summary**  
Fulfilling from South.  
1 of 1  
**NO SHIPPING REQUIRED**  
Fulfill Items

Finish the fulfillment to send the email to your customer to come pick up their order

The screenshot displays the Shopify admin interface for an order. The top navigation bar includes the Shopify logo, a browser address bar showing 'katiecafeurboside.myshopify.com', and 'Unsaved changes' with 'Discard' and 'Save' buttons. The left sidebar contains navigation menus for Home, Orders, Products, Customers, Analytics, Marketing, Discounts, and Apps. The main content area is divided into several sections:

- Order Summary:** Shows the order is 'Fulfilled (1)' with item #1001-F1, 'Latte Skim', priced at \$4.00. It notes 'Shipping not required' and includes a 'More' dropdown and an 'Add tracking' button.
- Customer:** Identifies the customer as Katherine Cerar with 2 orders.
- Contact Information:** Shows 'No phone number'.
- Shipping Address:** Shows 'No shipping address'.
- Billing Address:** A placeholder for the billing address.
- Timeline:** A chronological list of events including order archiving, email confirmations, fulfillment, and payment processing, with timestamps ranging from 27 to 40 minutes ago.
- Conversion Summary:** Provides insights such as 'This is their 1st order', '1st session was direct to your store', and '1 session over 1 day'.
- Fraud Analysis:** Shows a 'LOW' risk level and notes that characteristics match non-fraudulent orders and that the billing address matches the credit card's registered address.
- Tags:** A text input field containing 'reviewed, paid, delivered' and a 'ready x' tag button.

At the bottom right of the main content area, there is a 'Save' button.

I recommend tagging the order as “ready” so that you can find all the ready orders easily

ready x

The screenshot shows the Shopify admin interface for the 'katiecafecurbside' store. The 'Orders' section is active, displaying a list of orders. A search filter 'ready' is applied to the 'Status' column. The 'Save filters' button is highlighted with an arrow. The table below shows one order: #1001, placed 41 minutes ago by Katherine Cerar, with a payment status of 'Paid' and a fulfillment status of 'Fulfilled' for a total of \$4.00.

Order	Date	Customer	Payment	Fulfillment	Total
#1001	41 minutes ago	Katherine Cerar	Paid	Fulfilled	\$4.00

On your orders page, now you can search for “ready” to find all the orders that are ready for pickup.

Save the filter so it’s easy to find later!

Shopify Admin Interface - Order #1001

Order #1001: March 21, 2020 at 11:18 am from Online Store (Paid) (Fulfilled) (Archived)

**Fulfilled (1) #1001-F1**

Latte Skim	\$4.00 x 1	\$4.00
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Shipping not required

More | Add tracking

**Customer:** Katherine Cerar (2 orders)

**CONTACT INFORMATION:** No phone number

**SHIPPING ADDRESS:** No shipping address

**BILLING ADDRESS:**

**Conversion summary:** This is their 1st order, 1st session was direct to your store, 1 session over 1 day

**Fraud analysis:** LOW risk. Characteristics of this order are similar to non-fraudulent orders observed in the past. Billing address ZIP or postal code matches the credit card's registered address.

**Tags:** Reviewed, packed, delivered; ready

**Timeline:**

- This order was archived. 30 minutes ago
- You sent a shipping confirmation email to Katherine Cerar (katie.cerar@gmail.com). 30 minutes ago
- You fulfilled 1 item from 1805-1 Victoria Street South. 30 minutes ago
- \$3.58 CAD will be added to your next payout. 31 minutes ago
- You captured \$4.00 CAD on the Mastercard ending in 4661. 31 minutes ago
- Order confirmation email was sent to Katherine Cerar (katie.cerar@gmail.com). 42 minutes ago
- \$4.00 CAD was authorized on the Mastercard ending in 4661 via Shop Pay. 42 minutes ago
- Katherine Cerar added a note to this order at checkout. 42 minutes ago
- Katherine Cerar placed this order on Online Store (checkout #12468119830663). 42 minutes ago

On each of the ready orders, you can find the license plate here.

Simply remove your “ready” tag once you’ve delivered to your customer’s trunk!

Follow this link to

[Make sure you are set up to get paid](#)

That's it! You are ready to go. Nice work.

If you want more advanced advice, the next slide will link to Shopify tutorials for other common considerations.

# Some more ideas for your store

- [Sell gift cards](#) (now available on all Shopify plans!)
- [Add a custom domain](#) so your store has a better URL
- [Advertise and market your store online](#)
- Explore our [themes](#) and [app store](#) to make your site even better
- [Use our mobile app](#) to get orders directly to your phone
- [Add your staff members](#)
- Determine if and how you might [take returns](#) or [issue refunds](#)
- Read about [shipping using Shopify](#)
- [Consider using Shopify POS for pickup](#)

Please let me know if there are any issues with this tutorial (DM me on twitter: [@katiecerar](https://twitter.com/katiecerar))

If you like this and want to help others, consider donating to <https://www.foodbankscanada.ca/> to help the hardest hit in our community. xo