



Private: How to Set Up Shopify Shipping the Right Way

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Intro

Thank you for downloading your copy of Private: How to Set Up Shopify Shipping the Right Way.

We created this guide to educate and empower you on your journey to e-commerce success. There are so many nuances about the e-commerce industry and we don't want anything to hold you back from the success you deserve.

It's so important to put extra time into educating yourself on the do's and don't of any e-commerce space you choose - whether that be Amazon, Shopify, or social shopping. The wrong decisions could limit your growth. However, the right tools and advice can build your brand, ensure success right out of the door, and help you to create the vision you have.

We hope you find our e-commerce best practices helpful and wish you the best of luck with your business.

-Ryan Flannagan and the Nuanced Media Team

Launching a Shopify store can be exciting – it’s a whole new set of customers ready to learn about your product and give it a try. To do that, you need to have a robust and easy manner to get those products to them. Shopify Shipping is the solution. It’s a suite of tools that allows merchants to calculate shipping rates in real-time. It also aids with shipping labels and shipment tracking. Using these tools ensures accuracy and keeps costs in line.



How Does Shopify Shipping Work?

Shopify Shipping provides an important balance for sellers. It enables you to provide clear pricing information for your customers and ensures realistic expectations are set. While it is financially a sound investment (it's free to use in the U.S.) it is also a tool that makes managing your business easier.

To do that, Shopify Shipping works with multiple carriers with various mail classes (giving you affordability and streamlining the fulfillment process as much as possible). The service works with USPS, DHL Express, UPS, and Canada Post. This partnership with each carrier creates discounted rates of around 20 to 50 percent. That's essential especially since most of today's consumers are after discounted or free shipping.



In addition to providing discounted rates, it also provides real-time shipping calculations. It does this in two places – the processing page for the order and the customer’s checkout. This ensures customers have accurate information as they are processing their purchases. That reduces the risk of underestimating shipping costs, a common problem for any eCommerce seller.

There are numerous other features Shopify Shipping offers, enabling a streamlined process for business owners including:

- Processing orders and printing shipping labels in bulk
- Creation of international shipping
- Creating and printing custom forms
- Notification of tracking information sent to the customer
- Enables easy management of the fulfillment process

Why Use Shopify Shipping?

There are a few key reasons this is the best choice for most operating a store on the platform.



There's no cost to you

Shopify Shipping is a free service for sellers in the U.S. and Canada. That's hard to beat!



It is already built into your Shopify account

There are no problems to worry about here (the software is easy to access right from your dashboard).



It's easy to use

The tools are very straightforward and simple to understand. With a few clicks, you have information about each of the carrier options available to you, so you can set them up.



The discounts are worth it

It is not uncommon to save as much as 90 percent on USPS shipping costs when using this tool.



Accurate, real-time display of shipping costs

By displaying this information in front of customers during the order process, it eliminates confusion later.

Overall, Shopify Shipping is a simple and streamlined tool to use. The only limitation is that it is only available for use in the U.S., Canada, and Australia.

Another key advantage is the [Shopify app – Shop Pay](#). The app allows sellers to boost conversions and improve their branding. It can help speed up the checkout process, share order details in a single location, and provide delivery tracking updates. The app itself enables sellers to retarget those customers and sell more, and faster.

Here's How to Set Up Shopify Shipping

Shopify makes it easy to start and manage your shipping using this suite of tools. Once you sign up for an account, you will have default shipping set up. In the U.S. it is defaulted to ship with USPS, in Canada it's defaulted to Canada Post, and in Australia, flat rates are added as the default option. You can change this within the shipping settings.



With Shopify, you can allow customers to pick up from you or use a local delivery service. By far, the most common option is to ship products. If you plan to do that, you can add flat or calculated shipping rates to your profile. When you do this, it applies to all of the products you use. Another option is to create custom shipping profiles. This allows you to customize shipping based on the product. Let's break down the process:

Set Up Shipping Profiles

The location defaults as the address you used when creating your account, and it is set to be able to fulfill orders. You can add other locations you plan to ship products from, including any apps that you are using to fulfill products. Just adjust your [shipping locations in the account](#).

Package Types

It's important to get package types entered into the system accurately as this directly impacts what you charge customers. There's a default package type set up, but you can change the dimensions based on your products within your shipping settings. You can enter dimensions and weights for the various types of packages you send. This helps ensure the calculated shipping rate you charge to customers is accurate.

To make changes, go to Settings and then Shipping and Delivery within your account. You can go to the "Saved Packages" section and then edit the information to match your needs based on dimensions and weight.

Using USPS Flat Rate Packaging

Shopify Shipping options are numerous, but most people will see the best pricing through the USPS flat rate packaging option. It is only available to Shopify stores located and shipping from the U.S.

Flat rate pricing is determined by the package selected, but it cannot weigh more than 70 pounds. If this applies to your product, you are charged for the price of the flat rate envelope or box. In that case, you do not have to pay based on the weight of the package. You also do not have to pay based on how far your package has to travel.



To set this up, go into your Settings – Shipping and Delivery section. Go to “Saved Packages” and then click on “Add Package.”

Once there, you can click on “Carrier Packaging.” Then, you need to choose one of the following flat rate package types. As of this writing, this includes selecting the proper flat rate package type from the following list:

- USPS flat rate box – small (8.6 x 5.4 x 1.6 in)
- USPS flat rate box – medium (11 x 8.5 x 5.5 in)
- USPS flat rate box – medium shallow (11.9 x 3.4 x 13.6 in)
- USPS flat rate box – large (12 x 12 x 5.5 in)
- USPS flat rate box – large boardgame (23.7 x 11.8 x 3 in)
- USPS flat rate envelope (12.5 x 9.5 x 0.5 in)
- USPS flat rate envelope – legal (15 x 9.5 x 0.5 in)
- USPS flat rate envelope – padded (12.5 x 9.5 x 0.5 in)
- USPS regional box – a (10.1 x 7.1 x 5 in)
- USPS regional box – b (12.3 x 10.5 x 5.5 in)

You can make this the default package option if you desire to do so.

Add Shipping Locations

Every Shopify store starts with just one shipping profile. This is where you will find the general shipping rates. With a few changes, it is possible to set up more accurate shipping rates and add more than one shipping profile for the various types of products you sell.

There are some situations where having more than one profile makes sense. For example, you may have items that require more expensive shipping because they are fragile. You want to set up these profiles to reflect that added cost and you can also use them as a way to ensure your products ship from the closest location to your customers.

This is also simple to do when you go to Settings – Shipping and Delivery in your account. Then, click on “Custom Shipping Rates for Products” and “Create New Profile.”

Setting Up Shopify Shipping Rates

To establish Shopify shipping, sellers need to have to set up shipping rates. This is the cost you charge your customer to ship the product in addition to the purchase price of the products sold. The rate is added to the customer's order during the checkout process.



There are several options you can provide to your customers. However, some sellers like to keep things simple with just one option. It's up to you to choose what works best for your business.

It is also possible to create shipping rates with restrictions and rules. This can help to minimize costly problems down the line. Here are some examples of what you can set up:

Flat Shipping Rates

These are specific amounts that you charge your customers to ship. Most of the time, a flat shipping rate is a good option when you are selling a product which will cost you the same to ship. You may, for example, want to set up a \$10 flat shipping rate – no matter where the customer is, that’s what they pay. This gives you the most control over what the customer is charged at the time of placing their order.

General Shipping Rates

A general rate is one that offers a flat rate shipping cost to your customers no matter what they purchase. For example, you may want to give your customers the ability to choose between expedited shipping and regular shipping with two different rates. If this is the case, you can establish general flat rates for each of those shipping options. The customer is then able to decide which to use when they are checking out.

To make changes to this, go to Settings and then Shipping and Delivery within your account. You can go to the “Saved Packages” section and then edit that information to match your needs based on dimensions and weight.

Free Shipping Rates

You can turn any flat rating shipping rate into free shipping by setting the shipping cost to \$0. If you want to offer free shipping on any orders , you can do that by creating a general flat shipping rate with \$0 as the cost.

Calculated Shipping Rates

Sometimes a flat rate is not even an option. Calculated shipping rates are those provided by the shipping carrier or app you choose to add to your store. In this situation, when the customer gets to the checkout process, their cart information is set to the carrier to determine the shipping rate. Then, the exact cost of shipping is billed to the customer at the checkout time.

Carriers can use a range of things to determine how much to charge including:

- The location the product is shipping from
- The location the product is shipping to
- The weight of the order
- The value of the order
- The dimensions of the box or envelope it is shipped in
- The dimensional weight of the package
- Speed of delivery considerations

Mark-up or discounted calculated rates are an option to consider. Sometimes, the calculated rate to ship something is too high to attract customers. If this happens, you may offer a certain percentage discount. A mark-up can be charged if the cost is too low to cover the packaging and handling costs you have.

Weight-Based Rates

Sellers with a heavier product may need to charge based on weight. You are able to set a minimum and a maximum cart total weight for your flat shipping rates. If a customer's order is below a set rate, then they are charged at a lower rate than what someone over a specified weight is charged. When you set this up, say charging \$5 for items under 5 pounds or \$10 for items over 5 pounds, the customer only sees the shipping option as it applies to them based on what is in their cart.

Price-Based Rates

These work much in the same way weights are used, but the focus is on the cost. You can set both minimum and maximum cart values to determine shipping rates. Some sellers do this because it can encourage a higher purchase price. You may offer, for example, a discount when a customer buys more and he or she only sees the shipping cost as it relates to their order during the checkout process.

Managing Shipping Labels

Shipping labels are placed on the package at the time they ship. They provide carriers with the information they need to quickly deliver the product. Most labels will include the buyer's name, address, phone number, and seller's address. There is also a barcode affixed to it that helps with the tracking of shipment progress throughout the process.



You can customize these to also include a tracking number, the order number, the date of the order placement, the type of shipping service used, and the shipping carrier's details. For some products, you may also need to purchase additional services. This may include a tracking number that you provide to your customers so they can see when their package is expected to arrive. You may also want to require signature confirmation, which means the customer must sign for the delivery. Sometimes, proof of age is a requirement, especially if you are selling items like alcohol. You may want the carrier to check the ID of the person accepting the package.

Managing Shopify Shipping

There are many other things you can do within your Shopify Shipping account to manage your process and to ensure your shipping is affordable to you. Here are a few more areas to consider when you set up shipping on Shopify:

Pickup and Local Delivery

Within your account, you can set up pickup and local delivery options. If your customers are buying locally from you, this can help to defray some of the costs you have for shipping products. It can also speed up your fulfillment times significantly. You can give customers the option to pick up in-store or use a local delivery rate.

For local delivery, you may wish to have your staff or a third-party delivery service manage the process. Set a distance from which buyers can use this service – the system will not display this as an option unless it is within the specifications of the location you've selected.

Multi-Origin Shipping

Some sellers need to activate multi-origin shipping. When you turn on this feature, it means you can track inventory from multiple locations in one place. This also allows you to control and edit shipping rates based on where your items are shipping from.

Shipping Speed

Today's consumer wants products delivered to them fast! They can choose the shipping speed that is right for them during the checkout process if you give them this option. Some customers like this benefit because it helps them control the shipping costs. However, you don't have to be that flexible if it does not fit your business model.

It's important to remember that shipping speeds do not include processing times. That is the amount of time it takes your business to go from receiving the order to the carrier picking it up. It only accounts for the shipping time. To use this feature, you need to set up shipping zones, if applicable, to ensure speeds accurately are reflected.

Get more from your Shopify Shipping experience using the Analytics tools and apps that can make it easier for you to know where your business stands. Though you need to purchase a subscription plan to utilize [Shopify analytics](#), it may help you improve your shipping efforts – and customer relations in general – when you do so.

Shopify Shipping is a straightforward tool, one that you can easily use to manage your business on the site.

If you're unsure you should move your eCommerce business to Shopify, let our team at Nuanced Media provide you with more information and assets. As a full-service, [eCommerce marketing agency](#), we work with clients using Shopify and other platforms to sell their products to customers around the world. Let us help you, too.

About Nuanced Media

Nuanced Media is a digital marketing and e-commerce agency specializing in strategic Amazon and multi-channel marketing campaigns to build success around your product and brand. We offer the tools and resources to help you every step of the way through your e-commerce journey. We're proven, dedicated, and excited to work with you on making it all come to life and deliver the results you desire.

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LET'S GET STARTED!**

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