

E-Commerce Store

Complete guide to the Shopify-integrated e-commerce store including product catalog, inventory, orders, and checkout

Version 1.1 | Updated 2026-04-11 | Operations Teams, E-Commerce Managers, QA, Admin Users

1. Feature Overview

The Hyphen Ecommerce Store lets your publication sell physical products — books, print magazines, and literary merchandise — directly through the Reader Portal storefront. The store is powered by **Shopify** behind the scenes.

Here is how it works at a high level:

- **Products are managed in Shopify.** You create and manage your products (titles, descriptions, images, prices, variants, inventory) in your Shopify store.
- **Products sync to Hyphen.** Products are pulled from Shopify into the Hyphen Admin Console either manually (using the "Sync from Shopify" button) or automatically (through Shopify webhooks whenever a product is created, updated, or deleted).
- **Your team controls editorial settings.** In the Admin Console, you can mark products as "Featured" and set a display priority to control how products appear in the storefront.
- **Readers browse and shop in the Reader Portal.** The Reader Portal has a full storefront with product browsing, search, filtering, product detail pages, a shopping cart, and collections.
- **Checkout happens on Shopify.** When a reader clicks "Proceed to Checkout," they are redirected to your Shopify checkout page where they complete payment and shipping.
- **Order history is available to logged-in readers.** Readers can view their past orders, order details, shipping status, and tracking information in the Reader Portal.

What is fully working today:

Capability	Status
Product sync from Shopify (manual + webhook)	Fully working
Product browsing, search, filtering in storefront	Fully working
Product detail pages with images, variants, pricing	Fully working
Featured products and display priority (admin)	Fully working
Inventory overview dashboard (admin)	Fully working
Shopping cart (add, remove, update quantity)	Fully working
Checkout redirect to Shopify	Fully working
Product collections	Fully working
Order history for logged-in readers	Fully working
Order detail with shipping and tracking	Fully working
Shopify webhook handling (product + order events)	Fully working
Returns/refunds visibility (admin)	Fully working
RBAC permissions for product management	Fully working

2. Who Should Use This Guide

Role	What You Will Use
Ecommerce / Store Manager	Shopify product setup, syncing products, managing featured products, monitoring inventory, verifying storefront display
Admin / Operations	Shopify integration setup, product sync, permissions, monitoring webhooks, reviewing returns
Marketing Team	Featuring products, setting display priority, verifying how products appear to readers
QA Team	End-to-end store testing — sync, browse, cart, checkout, orders
Customer Support	Understanding what readers see, helping with order questions, troubleshooting product display
Editorial Team	Read-only product viewing, understanding what products are available in the store

3. Before You Begin

3.1 Prerequisites

Before the Ecommerce Store can work, the following must be in place:

1. **A Shopify store with products.** You need an active Shopify store with at least one published product. This is where all product data originates.
2. **Shopify API credentials.** You need the following from your Shopify store:
 - **Shop Domain** — Your Shopify store URL (e.g., `your-shop.myshopify.com`)
 - **Storefront Access Token** — Used to fetch products and manage carts (public-facing)
 - **Admin API Access Token** — Used for product sync, order retrieval, and webhook verification
 - **API Version** — The Shopify API version to use
3. **Shopify integration configured in Hyphen.** An Admin must enter the Shopify credentials in the Admin Console (see Section 5.1).
4. **Shopify webhooks registered.** For automatic product and order sync, Shopify must be configured to send webhooks to your Hyphen instance. The webhook topics needed are:
 - `products/update`
 - `products/delete`
 - `orders/create`
 - `orders/updated`
5. **Webhook secret configured.** The `SHOPIFY_WEBHOOK_SECRET` must be set for Hyphen to verify incoming webhook requests from Shopify.
6. **Admin permissions.** The user performing setup must have the **Admin** role, which has full access to all product and settings permissions.

3.2 Required Permissions

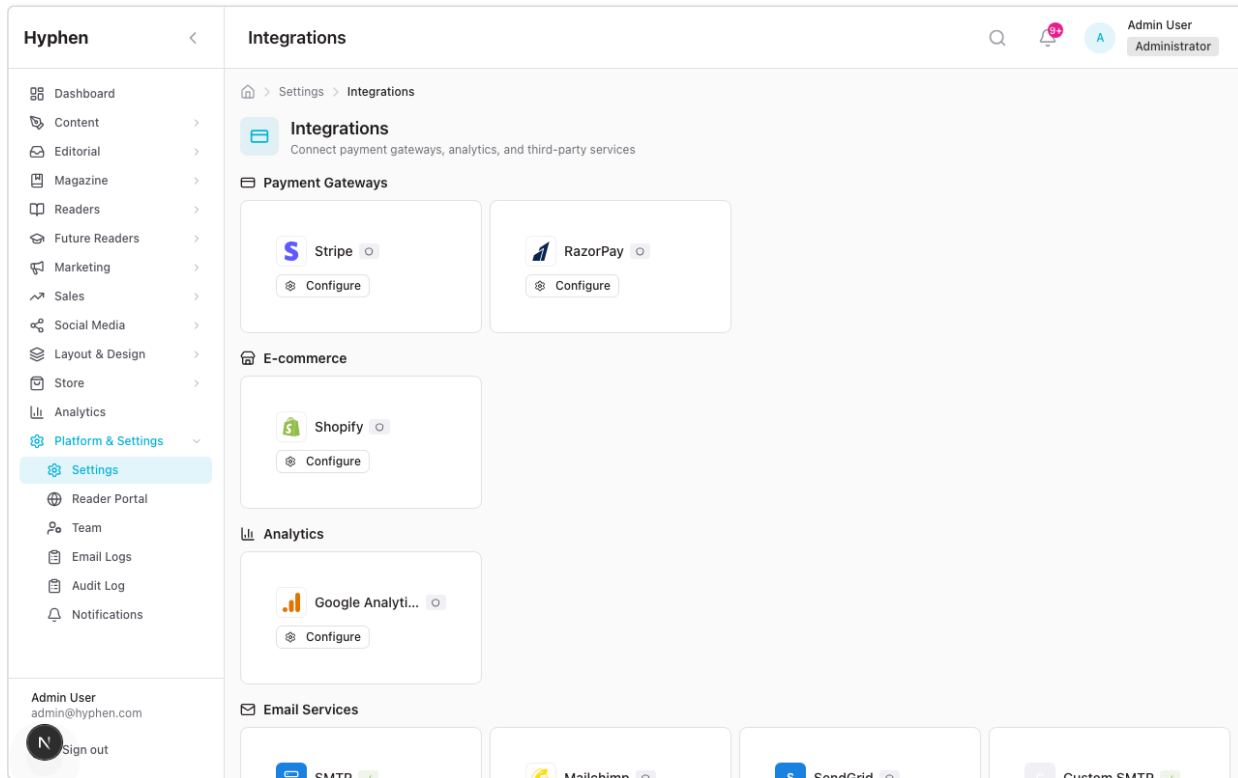
Permission	What It Allows	Who Has It by Default
<code>products:read</code>	View products, inventory, and product details in Admin Console	Admin, Editor
<code>products:update</code>	Edit editorial settings (Featured toggle, Priority)	Admin only
<code>products:sync</code>	Trigger manual product sync from Shopify	Admin only
Settings access	Configure Shopify integration credentials	Admin only

“Note: Editors can view products but cannot sync products, edit featured settings, or configure the Shopify integration. If an Editor needs these capabilities, an Admin must update their role or grant additional permissions.”

4. Key Terms

Term	What It Means
Product Sync	The process of pulling product data from your Shopify store into Hyphen. This copies titles, descriptions, images, prices, variants, and inventory status.
Webhook	An automatic notification from Shopify to Hyphen. When you update or delete a product in Shopify, Shopify sends a message to Hyphen so the change is reflected automatically.
Featured Product	A product that your team has marked as important. Featured products can be sorted to the top of the storefront.
Priority	A number (0 or higher) that controls the display order of featured products. Higher priority = shown first when sorting by "Featured."
Variant	A version of a product with specific options — for example, a book in hardcover vs. paperback, or a t-shirt in size small vs. large. Each variant can have its own price and availability.
Handle	A URL-friendly version of the product name, created automatically by Shopify (e.g., "the-great-novel" for a product titled "The Great Novel"). Used in product page URLs.
Availability	The stock status of a product: In Stock , Out of Stock , or Pre-order .
Collection	A curated group of products in Shopify (e.g., "New Releases," "Best Sellers," "Poetry Books"). Collections appear as browsable categories in the storefront.
Cart	A temporary list of products a reader wants to buy. The cart is stored in the reader's browser and connects to Shopify for checkout.
Checkout	The final step of a purchase. Readers are redirected to Shopify's secure checkout page to enter shipping and payment details.
Compare-at Price	The original or suggested retail price, shown with a strikethrough when a product is on sale. The actual selling price appears next to it.
Storefront	The public-facing shop pages in the Reader Portal where readers browse and buy products.

5. Step-by-Step Setup Guide



Configure Shopify integration, API credentials, and store settings from the admin console.

5.1 Configure Shopify Integration

This step connects your Hyphen platform to your Shopify store. An Admin must do this before any products can be synced.

1. Log in to the **Admin Console** with an Admin account.
2. In the left sidebar, click **Settings**.
3. Click **Integrations**.
4. Scroll down to the **E-Commerce** section.
5. Find the **Shopify** integration card and click **Configure**.
6. A configuration modal will open with these fields:

Field	What to Enter
Shop Domain	Your Shopify store URL (e.g., <code>your-shop.myshopify.com</code>)
Storefront Access Token	The token from your Shopify Storefront API credentials
Admin API Access Token	The token from your Shopify Admin API credentials
API Version	The Shopify API version (e.g., <code>2024-01</code>)

- Click **Save** to store the configuration.
- The Shopify integration card should now show as **Connected**.

“Where to find these credentials in Shopify:”

- *Log in to your Shopify Admin → Settings → Apps and sales channels → Develop apps → Select or create an app → API credentials tab.*
- *The Storefront Access Token is under the "Storefront API" section.*
- *The Admin API Access Token is under the "Admin API" section.*

5.2 Register Shopify Webhooks

For automatic sync when products change in Shopify, you need to register webhooks in your Shopify store pointing to your Hyphen instance.

- In your Shopify Admin, go to **Settings → Notifications → Webhooks** (or configure via the Shopify API).
- Create the following webhooks:

Event	Webhook URL
Product update	<code>https://your-hyphen-domain.com/api/webhooks/shopify</code>
Product deletion	<code>https://your-hyphen-domain.com/api/webhooks/shopify</code>
Order creation	<code>https://your-hyphen-domain.com/api/webhooks/shopify</code>
Order updated	<code>https://your-hyphen-domain.com/api/webhooks/shopify</code>

- Set the format to **JSON**.
- Copy the **Webhook signing secret** from Shopify — this must be configured as the `SHOPIFY_WEBHOOK_SECRET` environment variable in your Hyphen deployment.

“Note: Without webhooks, products will only update when you manually click "Sync from Shopify" in the Admin Console. With webhooks, updates happen automatically within seconds of a change in Shopify.”

5.3 Sync Products for the First Time

Once Shopify is connected, sync your products into Hyphen:

1. In the Admin Console, go to the left sidebar and click **Content Entities** → **Products**.
2. You will see the Products page. If this is your first time, the page will be empty.
3. Click the **Sync from Shopify** button (top-right area of the page).
4. Wait for the sync to complete. A notification will confirm how many products were synced.
5. The product grid will now show your Shopify products with their images, titles, prices, and availability status.

“What gets synced: Product title, description, images, price, compare-at price, product type, vendor, tags, variants (with individual pricing and availability), handle, and inventory count.

What does NOT get synced: Shopify checkout settings, shipping rules, tax settings, or payment methods. Those remain in Shopify.”

[5.4 Set Featured Products and Display Priority](#)

After syncing, you can control which products are highlighted in the storefront:

1. On the **Products** page, click on a product to open its detail page.
2. On the right side, you will see the **Editorial Settings** section.
3. Toggle **Featured** to "on" to mark the product as featured.
4. Enter a **Priority** number. Higher numbers appear first when readers sort by "Featured."
5. Click **Save** to apply changes.

“Example: You want "Spring Poetry Collection" to appear at the top of the storefront when readers sort by Featured. Set it as Featured with Priority = 10. Set other featured products to Priority 5 or lower.”

[5.5 Monitor Inventory](#)

To check stock levels across all products:

1. In the Admin Console, go to **Content Entities** → **Inventory** (in the left sidebar under Products).
2. The Inventory page shows:
 - **Summary cards** at the top: total In Stock, Out of Stock, and Pre-Order product counts.
 - **Low Stock / Out of Stock alerts** — products that need attention.
 - **Inventory table** — all products with their type, price, variant count, status, and last sync time.

“Note: Inventory data comes from Shopify. To update inventory, make changes in Shopify and either wait for the webhook to sync or manually trigger a sync.”

The screenshot displays the 'Products' management interface in the Hyphen Publishing Platform. On the left, a sidebar lists various navigation categories, with 'Content Hub' currently selected. The main area features a breadcrumb trail 'Content Entities > Products', a search icon, and a user profile for 'Admin User Administrator'. A 'Sync from Shopify' button is positioned in the top right of the main content area. Below this is a light blue informational box titled 'Shopify Integration' with the text: 'Products are synced from Shopify. You can manage editorial flags (featured, priority) here.' Underneath, there are filter tabs for 'All', 'In Stock', 'Out of Stock', and 'Pre-Order', with 'All' being the active selection. A search input field is provided with the placeholder text 'Search by title, description, type, or vendor...'. The central part of the page shows a large empty space with a cube icon and the message: 'No products found. Products will appear here once synced from Shopify.' At the bottom left of the sidebar, the user's name 'Admin User' and email 'admin@hyphen.com' are visible, along with a 'Sign out' button.

Browse synced products with inventory status, pricing, and display priority controls.

6. How to Verify It Worked

After completing setup, verify the end-to-end flow:

6.1 Verify Products Appear in Admin Console

1. Go to **Content Entities** → **Products** in the Admin Console.
2. Confirm your products appear with correct images, titles, and prices.
3. Use the availability tabs (**All**, **In Stock**, **Out of Stock**, **Pre-Order**) to filter.
4. Use the **Search** bar to find specific products by name.
5. Click into a product and verify:
 - Images display correctly (gallery with thumbnails)
 - Price and compare-at price are correct
 - Variants are listed with their individual prices and availability
 - Product type, vendor, and tags are accurate
 - Shopify Product ID is shown in the Shopify Info section
 - "Last Synced" timestamp is recent

6.2 Verify Products Appear in Reader Portal Storefront

1. Open the Reader Portal in a browser.
2. Navigate to the **Shop** page.
3. Confirm products appear in the product grid with:
 - Product image
 - Product type label (e.g., "Book," "Magazine," "Merchandise")
 - Title
 - Vendor name (if applicable)
 - Price (with compare-at price shown as strikethrough if on sale)
 - Availability badges ("Sold Out" for out-of-stock, "Pre-order" for pre-order items, "Sale" for discounted items)
4. Test the **search bar** — type part of a product name and confirm results appear.
5. Test the **type filters** — click "Book," "Magazine," "Merchandise," or "Print" to filter.
6. Test the **sort options** — try "Newest," "Price: Low to High," "A-Z," and "Featured."
7. Test **pagination** — if you have more than 12 products, click "Next" and "Previous."

6.3 Verify Product Detail Pages

1. From the Shop page, click on any product.
2. The product detail page should show:
 - **Breadcrumb navigation** at the top (Shop > Product Type > Product Name)
 - **Image gallery** with clickable thumbnails and next/previous arrows
 - **Product title**, vendor/author name, and price
 - **Sale badge** and strikethrough compare-at price (if applicable)
 - **Variant selector** (if the product has multiple options like size or format)
 - **"Add to Cart" button** (or "Sold Out" if unavailable, or "Pre-order Now" for pre-order items)
 - **Product description** (full text)
 - **Tags** displayed below the description

6.4 Verify Cart Behavior

1. On a product detail page, click **Add to Cart**.
2. The button should briefly show **"Added to Cart!"** as confirmation.
3. The **cart icon** in the header should update to show the item count (e.g., "1").
4. Click the **cart icon** to open the **Cart Drawer** (slides in from the right).
5. In the Cart Drawer, verify:
 - Product image, title, and price appear correctly
 - Quantity can be adjusted with + and – buttons
 - Items can be removed
 - **Subtotal** updates when quantity changes
 - **Checkout** button is present
6. Alternatively, navigate to `/shop/cart` to see the full Cart Page with:
 - All cart items listed
 - Quantity controls
 - Line totals for each item
 - **Order Summary** sidebar showing subtotal
 - "Shipping and taxes calculated at checkout" notice
 - **"Proceed to Checkout"** button

6.5 Verify Checkout

1. From the Cart Page or Cart Drawer, click **Proceed to Checkout** (or **Checkout**).

2. You should be redirected to your **Shopify checkout page**.
3. The Shopify checkout should show the same items that were in your cart.
4. Complete a test purchase (use Shopify's test mode if available).

[6.6 Verify Order History \(Logged-In Reader\)](#)

1. Log in to the Reader Portal as a reader who has placed an order.
2. Navigate to **Shop → Orders** (or `/shop/orders`).
3. The Order History page should show:
 - Order number (e.g., "#1001")
 - Order date
 - Total price
 - **Financial status** badge (Paid, Pending, Refunded, etc.)
 - **Fulfillment status** badge (Fulfilled, Partial, Unfulfilled)
 - Item count
4. Click on an order to view the **Order Detail** page:
 - Line items with images, titles, quantities, and prices
 - **Order totals**: Subtotal, Shipping, Tax, Total
 - **Shipping address** (if available)
 - **Tracking information** with tracking number and link (if fulfilled)

[6.7 Verify Collections](#)

1. Navigate to **Shop → Collections** (or `/shop/collections`) in the Reader Portal.
2. Confirm collection cards appear with image, title, description, and product count.
3. Click a collection to see its products filtered in the shop view.

The screenshot displays the 'Products' management interface in the Hyphen Publishing Platform. On the left is a sidebar with a navigation menu including 'Dashboard', 'Content', 'Articles', 'Authors', 'Media', 'Content Hub', 'Editorial', 'Magazine', 'Readers', 'Future Readers', 'Marketing', 'Sales', 'Social Media', 'Layout & Design', 'Store', 'Analytics', and 'Platform & Settings'. The main area is titled 'Products' and features a breadcrumb trail 'Content Entities > Products'. A 'Sync from Shopify' button is located in the top right of the main area. Below this is a 'Shopify Integration' section with an information icon and the text: 'Products are synced from Shopify. You can manage editorial flags (featured, priority) here.' Underneath are filter tabs for 'All', 'In Stock', 'Out of Stock', and 'Pre-Order'. A search bar is present with the placeholder text 'Search by title, description, type, or vendor...'. The central part of the page shows a cube icon and the message 'No products found' with the subtext 'Products will appear here once synced from Shopify.' The top right corner shows the user 'Admin User Administrator' and a search icon. The bottom left corner shows the user's profile 'Admin User admin@hyphen.com' and a 'Sign out' button.

View and manage orders with fulfillment status, payment details, and customer information.

7. Worked Examples

Example 1: Syncing a New Product from Shopify and Verifying It in the Storefront

Scenario: Your team has added a new book, "Monsoon Verses," to the Shopify store and you need to verify it appears in the Reader Portal.

Steps:

1. **In Shopify:** Go to your Shopify Admin → **Products** → confirm "Monsoon Verses" is created with:
 - Title: "Monsoon Verses"
 - Description: Poetry collection about the monsoon season
 - Product type: "Book"
 - Price: ₹499
 - Compare-at price: ₹699 (optional, if on sale)
 - At least one image uploaded
 - Status: Active
 - Inventory: In stock
2. **In Admin Console:** Go to **Content Entities** → **Products**.
3. **If webhooks are set up:** The product should already appear in the list (webhooks auto-sync within seconds). Look for "Monsoon Verses" in the product grid.
4. **If webhooks are NOT set up:** Click **Sync from Shopify** and wait for the sync to complete. A success message will confirm the sync results.
5. **Verify in Admin Console:** Click on "Monsoon Verses" to open the product detail page. Confirm:
 - Title: "Monsoon Verses"
 - Price: ₹499 (displayed as ₹4.99 × 100 = 499 cents internally, but shown as ₹499)
 - Product type: Book
 - Images display correctly
 - Availability: In Stock
6. **Mark as Featured (optional):** In the Editorial Settings panel on the right, toggle **Featured** on and set **Priority** to 8. Click **Save**.
7. **Verify in Reader Portal:** Open the Reader Portal → **Shop** page.
 - Search for "Monsoon" — the product should appear.

- Filter by "Book" — the product should appear.
 - Sort by "Featured" — if you set it as Featured, it should appear near the top.
 - Click on the product to verify the detail page shows correct images, price (₹499 with ₹699 strikethrough if compare-at price was set), and description.
 - The "Sale" badge should appear since the compare-at price is higher than the selling price.
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[Example 2: Checking Product Details, Price, and Availability in the Storefront](#)

Scenario: A customer contacts support saying a product shows "Sold Out" but you believe it should be in stock.

Steps:

1. **In Admin Console:** Go to **Content Entities** → **Products**.
2. Search for the product name.
3. Click the product to view its detail page.
4. Check the **Availability** field — it will show "In Stock," "Out of Stock," or "Pre-order."
5. Check the **Total Inventory** count (if available from Shopify).
6. Check the **Variants** section — each variant shows its individual availability status. A product may show as "Sold Out" if all its variants are unavailable, even if some were recently restocked.
7. Check the **Last Synced** timestamp. If it is old (e.g., hours ago), the stock may have been updated in Shopify but not yet synced.

To fix:

8. **In Shopify:** Go to the product and confirm the inventory is updated and the product status is "Active."
 9. **In Admin Console:** Click **Sync from Shopify** to pull the latest data.
 10. After the sync completes, refresh the product detail page and confirm the availability has updated.
 11. **In Reader Portal:** Refresh the Shop page and confirm the product no longer shows "Sold Out."
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[Example 3: Adding a Product to Cart and Completing Checkout](#)

Scenario: You want to test the full purchase flow from browsing to checkout.

Steps:

1. **Open the Reader Portal** and navigate to the **Shop** page.
2. Browse the products or search for a specific item (e.g., "Literary Tote Bag").

3. Click on the product to open the **Product Detail** page.
4. If the product has variants (e.g., Color: Black, Navy), select your preferred option from the variant selector.
5. Click **Add to Cart**. The button will briefly show "**Added to Cart!**" and the cart icon in the header will update to show "1."
6. Click the **Cart Icon** in the header to open the **Cart Drawer**.
7. Verify the item appears with the correct title, variant, price, and quantity.
8. Click **Checkout** in the Cart Drawer.
 - Alternatively, click **View Cart** to go to the full Cart Page, then click **Proceed to Checkout**.
9. You will be redirected to the **Shopify Checkout** page.
10. On the Shopify Checkout page:
 - Enter shipping address
 - Select shipping method
 - Enter payment details
 - Click **Pay now** (or complete with test payment if using Shopify's test mode)
11. After successful payment, Shopify displays an order confirmation.

To verify the order:

12. Go back to the Reader Portal → **Shop** → **Orders**.
13. Your new order should appear in the list with status "Paid" and "Unfulfilled" (until the seller ships it).

Example 4: Verifying Order History for a Logged-In Reader

Scenario: A reader contacts support saying they cannot see their order history. You need to verify it works correctly.

Steps:

1. **Confirm the reader is logged in.** Order history requires authentication. If the reader is not logged in, they will be redirected to the sign-in page when they try to access Orders.
2. **In the Reader Portal:** Log in as the reader (or use a test account that has placed orders).
3. Navigate to **Shop** → **Orders** (accessible from the shop navigation or directly at `/shop/orders`).
4. The Orders page should display:
 - All orders associated with the reader's email address

- Each order shows: order number, date, total price, financial status, fulfillment status, and item count
5. **If no orders appear:**
 - Confirm the reader's email address in the Reader Portal matches the email used for the Shopify checkout.
 - Orders are fetched from Shopify by email address — the emails must match exactly.
 6. Click on an order to view the **Order Detail** page. Verify:
 - Line items list with correct products, quantities, and prices
 - Order totals (Subtotal, Shipping, Tax, Total)
 - Shipping address (if provided)
 - Fulfillment and tracking information (if the order has been shipped)
 7. If tracking information is available, click the tracking link to verify it opens the carrier's tracking page.
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Example 5: Troubleshooting a Product Update Not Reflected in the Platform

Scenario: You updated a product's price in Shopify 30 minutes ago, but the Reader Portal still shows the old price.

Steps:

1. **Check the Admin Console first.**
 - Go to **Content Entities** → **Products**.
 - Find the product and click to open its detail page.
 - Check the **Last Synced** timestamp.
 - If the "Last Synced" time is before your Shopify update, the change has not synced yet.
2. **Check if webhooks are working:**
 - If webhooks are configured, product updates should appear within seconds.
 - If the "Last Synced" time is old, the webhook may not have fired or may have failed.
 - Check your server logs for webhook errors (ask your technical team for this).
3. **Manually sync:**
 - On the **Products** page, click **Sync from Shopify**.
 - Wait for the sync to complete.
 - Refresh the product detail page.
 - Confirm the price has updated to the new value.

4. Verify in Reader Portal:

- Open the Reader Portal → **Shop** page.
- Find the product and confirm the new price appears on the product card.
- Click into the product detail page and confirm the price is updated there too.

5. If the price still does not update after manual sync:

- Confirm the product is "Active" in Shopify (draft or archived products may not sync).
- Confirm the price change was saved in Shopify (check Shopify Admin → Products → the product).
- Check that the Shopify API credentials in Settings → Integrations are still valid and connected.

[Example 6: Setting Up a Seasonal Sale and Verifying Storefront Display](#)

Scenario: Your marketing team wants to run a summer sale. You need to update prices in Shopify, feature the sale products, and verify the storefront reflects the sale.

Steps:

1. In Shopify: For each sale product:

- Set the **Compare-at price** to the original price (e.g., ₹999).
- Set the **Price** to the sale price (e.g., ₹599).
- Save each product.

2. In Admin Console:

- If webhooks are active, wait a few seconds for the sync.
- If not, go to **Content Entities** → **Products** and click **Sync from Shopify**.

3. Feature the sale products:

- Click on each sale product.
- In the **Editorial Settings** panel, toggle **Featured** to on.
- Set **Priority** to a high number (e.g., 10) so these appear first.
- Click **Save** for each product.

4. Verify in Reader Portal:

- Open the **Shop** page.
- Sort by **Featured** — sale products should appear at the top.

- Each sale product should show:
 - The sale price (e.g., ₹599)
 - The original price with a strikethrough (e.g., ~~₹999~~)
 - A "Sale" badge on the product card
 - Click into a sale product to verify the detail page shows the discount correctly.
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[Example 7: Reviewing Returns and Refunds](#)

Scenario: A customer has requested a refund through Shopify and you want to verify it is reflected in the platform.

Steps:

1. **In Shopify:** Process the refund through Shopify Admin → **Orders** → select the order → **Refund**.
 2. **In Admin Console:**
 - The returns/refunds data is accessible through the admin API.
 - Returns can be filtered by status: **Open**, **Closed**, or **All**.
 3. **Verify the order status update:**
 - In the Reader Portal, the reader can go to **Shop** → **Orders** and view the order.
 - The **Financial Status** badge should update to "**Refunded**" (shown in gray).
 - The order detail page will still show the original line items and totals for reference.
 4. **If the status does not update:**
 - Remember that order data is fetched directly from Shopify in real-time — there is no sync delay for orders.
 - If the status still shows "Paid," the refund may not have been fully processed in Shopify yet. Check Shopify Admin for the refund status.
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[8. Common Mistakes and How to Fix Them](#)

[8.1 "No products appear in the Admin Console"](#)

Possible causes:

- Shopify integration is not configured. Go to **Settings** → **Integrations** and verify Shopify is connected.
- Products have never been synced. Click **Sync from Shopify** on the Products page.
- Shopify API credentials are incorrect or expired. Re-enter them in the Shopify integration configuration.

Fix: Configure the integration (Section 5.1), then click Sync from Shopify (Section 5.3).

[8.2 "Products appear in Admin Console but not in the Reader Portal"](#)

Possible causes:

- Products are marked as "Out of Stock" — the public storefront hides out-of-stock products by default.
- The Reader Portal Shopify environment variables are not configured correctly.

Fix:

- Check product availability in the Admin Console. If out of stock, update inventory in Shopify and re-sync.
 - Ask your technical team to verify the Reader Portal environment variables: `NEXT_PUBLIC_SHOPIFY_DOMAIN`, `NEXT_PUBLIC_SHOPIFY_STOREFRONT_TOKEN`, and `NEXT_PUBLIC_ADMIN_API_URL`.
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[8.3 "Product prices look wrong \(showing very small or very large numbers\)"](#)

Possible cause: Prices are stored in the smallest currency unit (e.g., paise for INR, cents for USD). A product priced at ₹499 is stored as 49900 internally.

Fix: This is normal internal behavior. If the display is wrong, it means the price conversion is not working correctly. Report it to the technical team. In the storefront, prices should display correctly with the currency symbol (e.g., ₹499.00).

[8.4 "Clicking 'Add to Cart' does nothing"](#)

Possible causes:

- The product or selected variant is sold out.
- The Shopify Storefront API token is invalid or misconfigured.
- Browser localStorage is full or blocked.

Fix:

- Check if the button shows "Sold Out" — if so, the product is unavailable.
 - Try clearing your browser cache and cookies, then refresh the page.
 - If the issue persists, ask the technical team to verify the Storefront API token.
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[8.5 "Checkout redirects to a broken page or error"](#)

Possible causes:

- The Shopify Storefront API is not generating a valid checkout URL.
- The Shopify store is in maintenance mode or paused.
- Cart has expired (Shopify carts expire after 30 days of inactivity).

Fix:

- Try adding items to a fresh cart and checking out again.
 - Verify the Shopify store is active and accepting orders.
 - Check the Shopify integration credentials in Settings → Integrations.
-

[8.6 "Order history shows no orders even though the reader has purchased items"](#)

Possible cause: The email address the reader uses to log in to the Reader Portal does not match the email used during Shopify checkout. Orders are looked up by email address.

Fix: Confirm that the reader used the same email for both their Reader Portal account and the Shopify checkout. If different emails were used, the orders will not appear.

[8.7 "Sync from Shopify button is not visible"](#)

Possible cause: Your account does not have the `products:sync` permission. Only Admin users have this permission by default.

Fix: Ask an Admin to either perform the sync or grant you the necessary permission.

8.8 "Product images are not displaying"

Possible causes:

- The product has no images uploaded in Shopify.
- Images were removed from Shopify after the last sync.

Fix: Upload or restore images in Shopify, then trigger a sync.

9. QA / Testing Checklist

Setup Verification

- Shopify integration is configured in Settings → Integrations
- Shopify integration card shows "Connected" status
- Shopify webhook secret is configured in environment variables
- Webhooks are registered in Shopify pointing to the correct URL

Product Sync

- Sync from Shopify button is visible for Admin users
- Sync from Shopify button is hidden for users without `products:sync` permission
- Clicking Sync from Shopify fetches and displays products from Shopify
- Sync result shows correct counts (created, updated, deleted)
- Product data matches Shopify: title, description, images, price, variants, tags, product type, vendor
- Availability is correctly set: In Stock, Out of Stock, or Pre-order
- Re-syncing updates changed products without creating duplicates
- Deleting a product in Shopify removes it from Hyphen after sync/webhook

Webhook Handling

- Creating a product in Shopify automatically creates it in Hyphen
- Updating a product in Shopify automatically updates it in Hyphen
- Deleting a product in Shopify automatically removes it from Hyphen
- Invalid webhook signatures are rejected (no unauthorized data changes)

Admin Console — Products Page

- Products display in a grid with image, title, price, availability badge, type, and vendor
- Search filters products by name
- Availability tabs (All, In Stock, Out of Stock, Pre-Order) filter correctly
- Pagination works (12 products per page)
- Clicking a product opens the detail page
- Featured products show a star icon on their card
- Empty state displays when no products exist

[Admin Console — Product Detail Page](#)

- Image gallery displays all product images with thumbnails
- Product information is read-only (title, description, price, variants, etc.)
- **Featured toggle** can be turned on and off
- **Priority** field accepts numeric input
- **Save** button updates featured/priority settings
- **Reset** button reverts unsaved changes
- Shopify Product ID is displayed
- Last Synced timestamp is accurate
- Users without `products:update` permission cannot edit editorial settings

[Admin Console — Inventory Page](#)

- Summary cards show correct counts for In Stock, Out of Stock, Pre-Order
- Low stock/out of stock alert section highlights relevant products
- Inventory table shows product name, type, price, variant count, status, last synced
- Product names in the table link to the product detail page

[Reader Portal — Shop Page](#)

- Products display in a responsive grid (1-4 columns based on screen size)
- **Search bar** filters products in real-time
- **Type filter buttons** (All, Book, Magazine, Merchandise, Print) work correctly
- **Sort options** (Newest, Price Low-High, A-Z, Featured) reorder products correctly
- **Pagination** displays when there are more than 12 products
- Out-of-stock products are hidden from the public storefront
- Product cards show: image, type label, title, vendor, price, and availability badges
- "Sale" badge appears when compare-at price is higher than selling price
- "Sold Out" badge appears for out-of-stock items (if displayed)
- "Pre-order" badge appears for pre-order items
- Loading skeleton displays while products are loading
- Empty state displays when no products match filters

[Reader Portal — Product Detail Page](#)

- Breadcrumb navigation shows: Shop > Product Type > Product Name

- Image gallery with thumbnail strip works (click thumbnails, next/previous arrows)
- Product title, vendor, and description display correctly
- Price displays in correct currency format
- Sale discount shows compare-at price with strikethrough
- Variant selector appears when product has multiple variants
- Selecting a variant updates the price and availability
- **Add to Cart** button works and shows "Added to Cart!" feedback
- Button shows "**Sold Out**" when product/variant is unavailable
- Button shows "**Pre-order Now**" for pre-order products
- Tags display below the description
- 404 page displays for invalid product handles

[Reader Portal — Cart](#)

- **Cart Icon** in header shows correct item count
- **Cart Drawer** opens from the right when cart icon is clicked
- Cart Drawer shows items with image, title, price, and quantity
- **+** and **-** buttons adjust quantity
- **Remove** button removes items from cart
- **Subtotal** updates correctly when quantity changes
- **Checkout** button in drawer redirects to Shopify checkout
- Cart Drawer closes on **Escape** key or clicking outside
- **Cart Page** (`/shop/cart`) shows all items with controls
- Order Summary sidebar shows subtotal and "calculated at checkout" message
- **Proceed to Checkout** button redirects to Shopify checkout
- **Empty cart** state shows "Your cart is empty" with link to shop
- Cart persists across page navigation (stored in browser)

[Reader Portal — Checkout](#)

- Clicking checkout redirects to Shopify checkout page
- Cart items appear correctly in Shopify checkout
- Fallback redirect link appears if auto-redirect fails
- Empty cart redirects back to shop instead of checkout

[Reader Portal — Order History](#)

- Orders page requires authentication (redirects to sign-in if not logged in)
- Orders display for the authenticated reader's email
- Each order shows: order number, date, total, financial status, fulfillment status, item count
- **Financial status badges** display correct colors:
 - Paid → Green
 - Pending → Yellow
 - Refunded → Gray
 - Voided → Pink
- **Fulfillment status badges** display correct colors:
 - Fulfilled → Green
 - Partial → Yellow
 - Unfulfilled → Gray
- Clicking an order opens the Order Detail page
- Empty state displays when reader has no orders

[Reader Portal — Order Detail](#)

- Order header shows order number, date, and financial status
- Line items show product image, title, quantity, and price
- Order totals show: Subtotal, Shipping, Tax, Total
- Shipping address displays when available
- Tracking information displays with clickable tracking link
- Back link returns to Order History page

[Reader Portal — Collections](#)

- Collections page displays all Shopify collections
- Collection cards show image, title, description, and product count
- Clicking a collection filters the Shop page to show collection products
- Empty state displays when no collections exist

[Permissions / RBAC](#)

- Admin users can: view products, edit featured/priority, sync products, configure Shopify
- Editor users can: view products only (no edit, sync, or configure)

- Moderators and other roles: cannot access Products pages
 - Sync button is hidden for users without `products:sync`
 - Edit controls are disabled for users without `products:update`
-

10. Current Known Limitations

1. **Products are read-only in Hyphen.** You cannot create, edit prices, update descriptions, or manage inventory within the Admin Console. All product data must be managed in Shopify. The only editable fields in Hyphen are the Featured toggle and Priority number.
2. **Checkout happens entirely on Shopify.** The platform does not have its own checkout page. Readers are redirected to Shopify's hosted checkout. This means checkout customization (shipping options, payment methods, discount codes) must be configured in Shopify.
3. **Orders are not stored locally.** Order data is fetched from Shopify's API in real-time. If Shopify is unreachable, order history will not be available. There is no offline cache of order data.
4. **Order lookup is by email address.** The reader's email in the Reader Portal must match the email used at Shopify checkout for orders to appear in their history. If a reader uses a different email at checkout, those orders will not be linked.
5. **Cart is browser-based.** The shopping cart is stored in the reader's browser (localStorage). If a reader clears their browser data or switches devices, the cart is lost. Carts are not synced to a reader's account.
6. **Shopify carts expire after 30 days.** If a reader adds items to their cart but does not check out within 30 days, the cart is automatically expired by Shopify.
7. **Guest checkout is handled by Shopify.** Whether guest checkout is available depends on your Shopify store settings, not Hyphen. If Shopify allows guest checkout, it will work. The Reader Portal itself does not require login to browse or add to cart — only the Order History page requires authentication.
8. **Return/refund requests cannot be submitted through the Reader Portal.** Returns and refunds must be processed through Shopify directly. The Admin Console provides read-only visibility into returns/refunds processed in Shopify.
9. **Currency is INR by default.** The storefront formats prices in Indian Rupees (₹). The currency is determined by the Shopify store configuration.
10. **No real-time inventory updates in the storefront.** Inventory shown in the storefront reflects the last sync or webhook update. If inventory changes rapidly in Shopify, there may be a brief delay before the storefront reflects the change.

This guide covers the Ecommerce Store as implemented in the Hyphen platform as of March 2026. For questions about Shopify-specific configuration, refer to [Shopify's Help Center](https://help.shopify.com) (<https://help.shopify.com>). For platform support, contact your Admin or Operations team.

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