How to change your shop link?

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Overview

Your shop link is your shop's web address: a handle followed by the shop domain. You choose the handle when you set up your shop, and you can change it later.

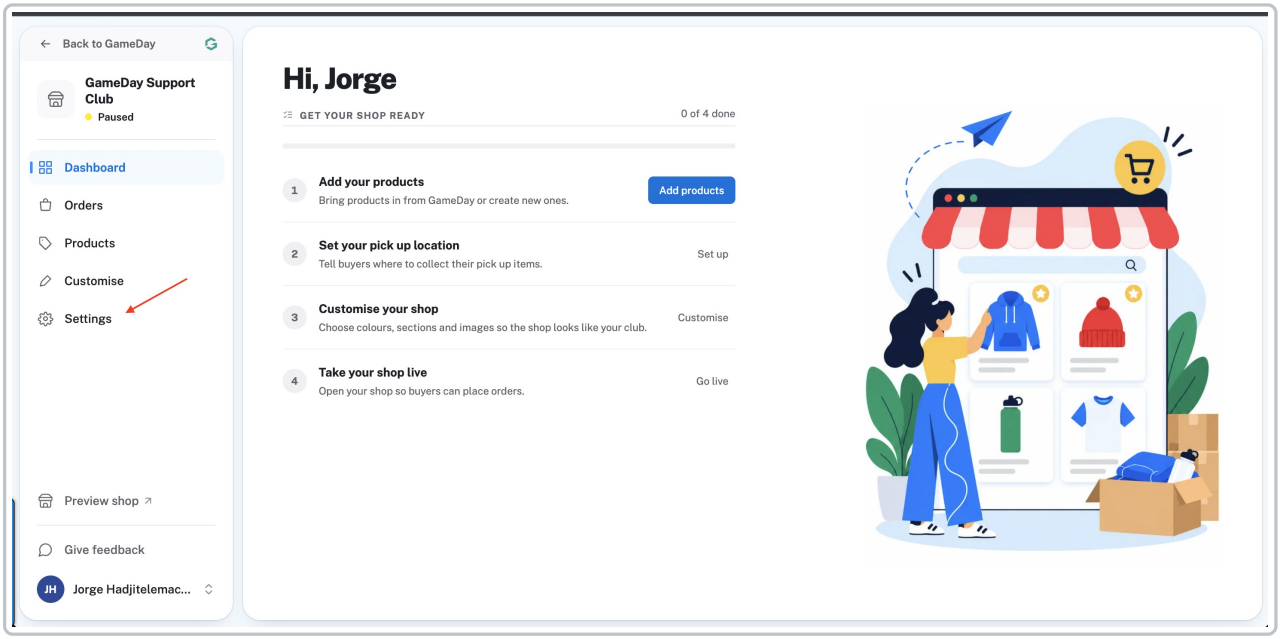
Shop link rules

- A handle is 3 to 40 characters: lower case letters, digits and single hyphens.
- It cannot already be used by another shop.

Step-by-Step

Step 1: Open Settings

In the shop admin, click **Settings** in the sidebar.



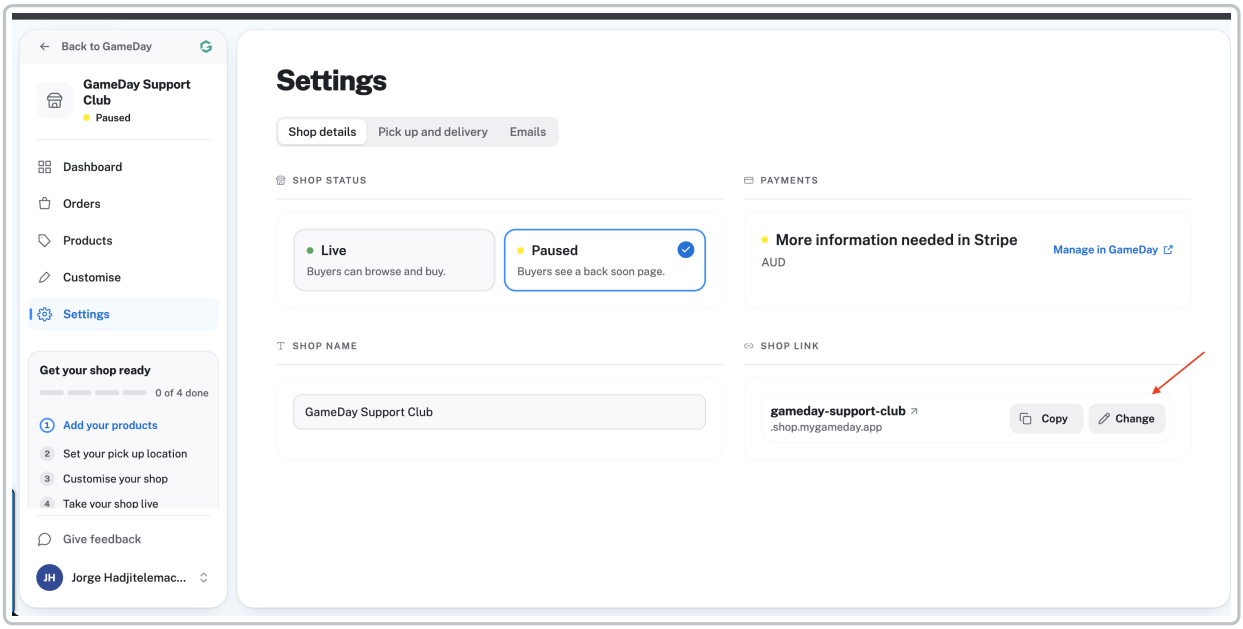
Step 2: Find your Shop link

Under **Shop details**, find **Shop link**. Click **COPY** to copy your current link, for example to share it with your members.

Step 3: Change the link

Click **CHANGE**, enter your new handle, and confirm. The change applies straight away.

> **Important:** Changing your shop link moves your browser to the new address and signs you in again. The old address stops working immediately, and another shop can claim it. Customers who follow the old link will see "Open the shop from GameDay", so make sure you share your new link everywhere you have promoted the old one.



Troubleshooting

Message or situation	What to do
“That shop link is reserved.” or “That shop link is already taken.”	Choose a different handle.
“Shop conflict: handle taken”	Another shop claimed the address first. Choose a different handle.
Customers see “Open the shop from GameDay”	They are using an old or mistyped address. Send them your current link from Settings > Shop details.

Related articles

- How to update your shop settings
- How to customise your storefront