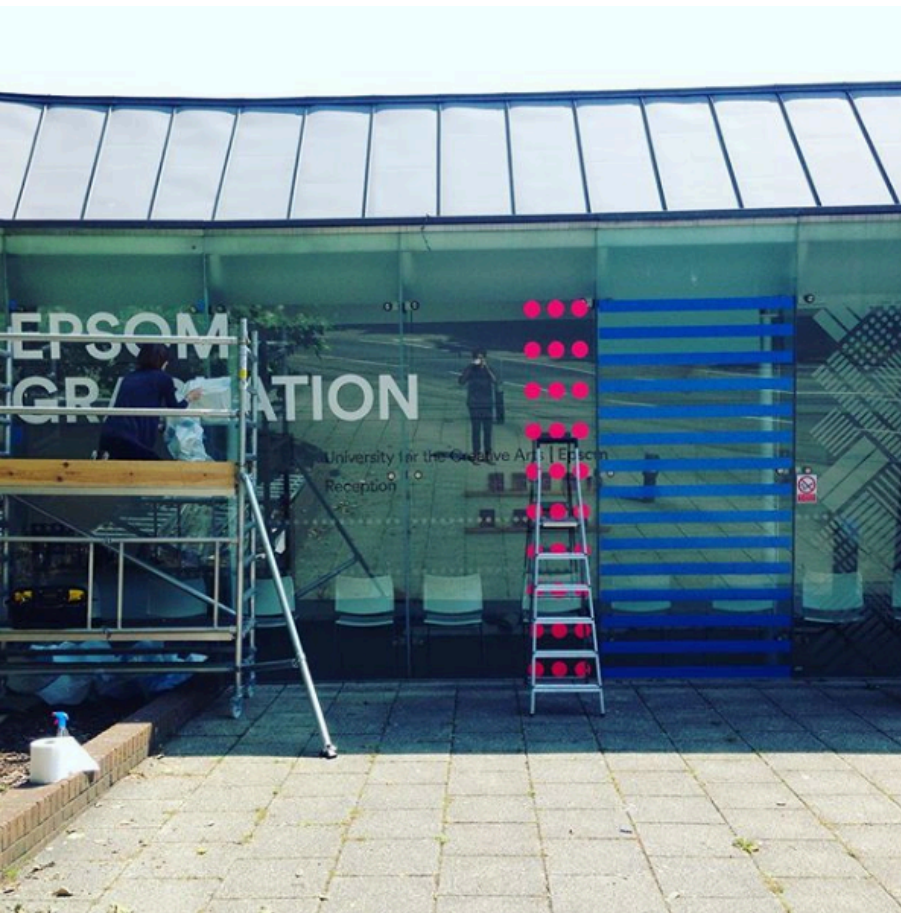


Applying your Wordpress Skills to Shopify

By Lucy Sloss

Studio Mothership
studiomothership.com

About me



Applying your Wordpress Skills to Shopify

@lucysloss

Sorry



Applying your Wordpress Skills to Shopify

@lucysloss



shopify

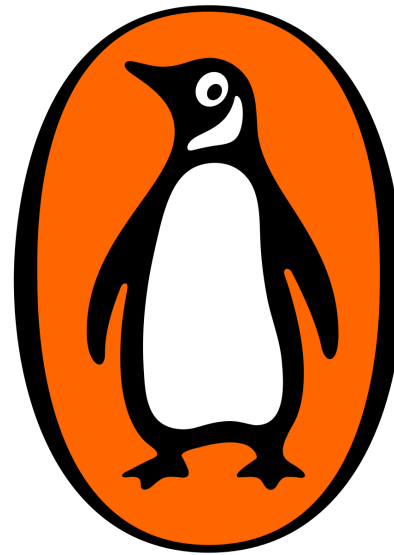


**Wait, isn't this a
Wordpress Meetup?**

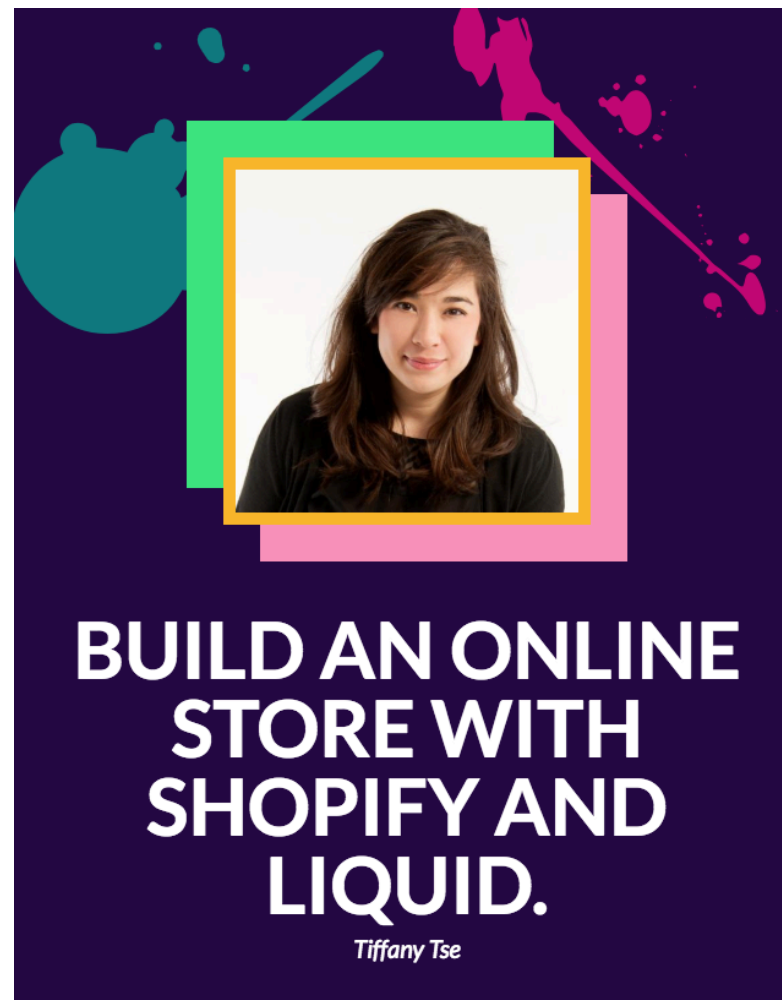
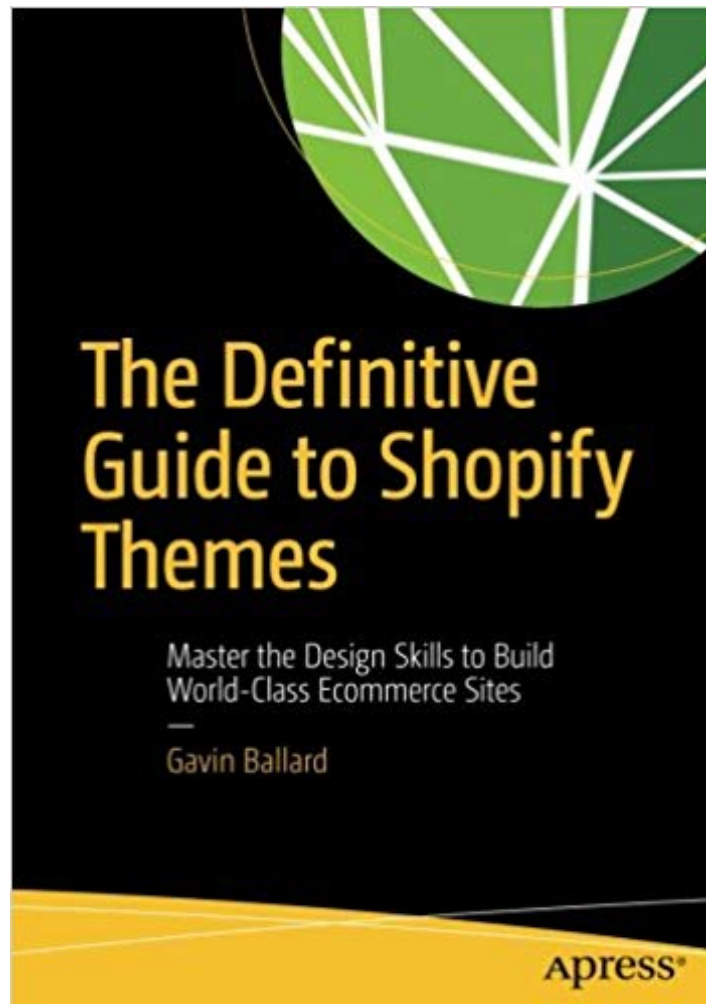
What is Shopify?

- Built specifically for Commerce
- Hosted platform
- SSL Certificate
- Unlimited bandwidth
- Has it's own payment gateway
- POS

Who uses Shopify



Where did I start?

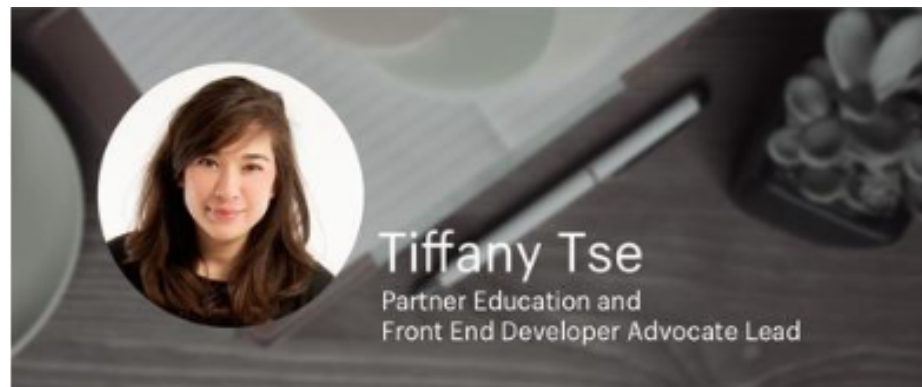


Becoming a Shopify Partner

- Create new stores for clients
- Design themes
- Develop Apps
- Hand off development stores to clients
- Earn income from referrals
- Access to Partner Training Camp

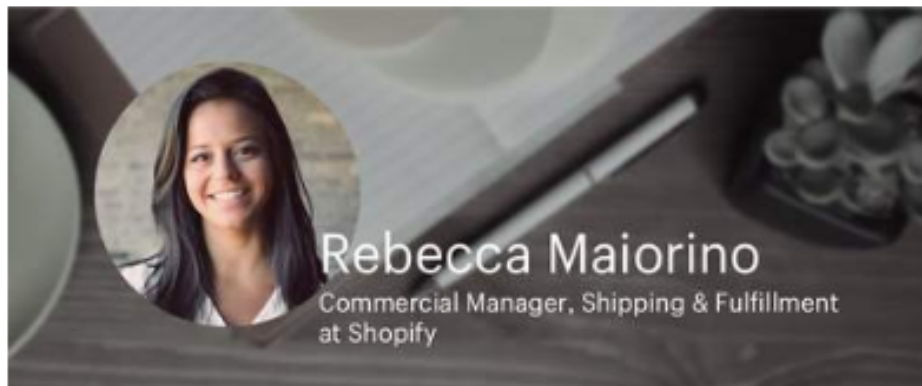
Webinars

<https://www.shopify.co.uk/partners/blog/topics/webinars>



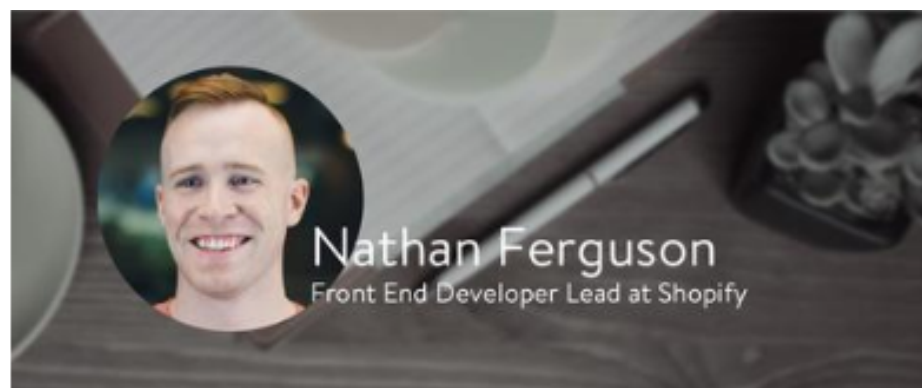
Webinars

[Free Webinar] Getting Started with Sass and Shopify



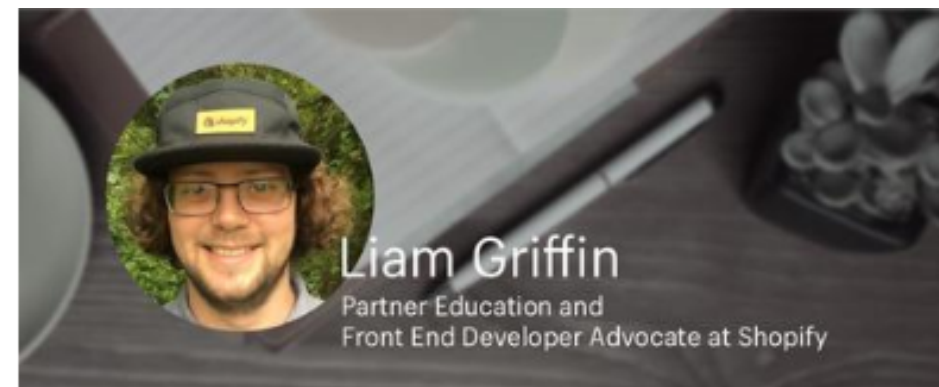
Webinars

[Free Webinar] Shopify Shipping 101: How to Pitch Shopify Shipping to Clients



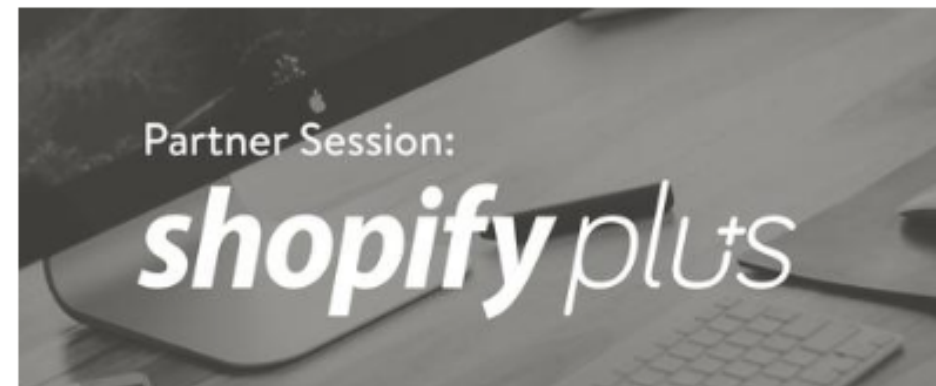
Webinars

[Free Webinar] Slate: A Starting Point for Your Next Shopify Theme



Webinars

[Free Webinar] Building Blocks: How to Create Custom Theme Sections and Blocks



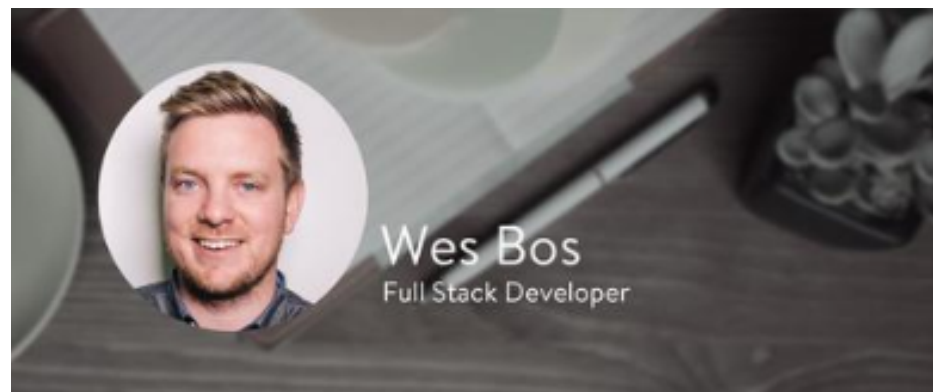
Webinars

[Free Webinar] Deep Dive Into Shopify Plus



Webinars

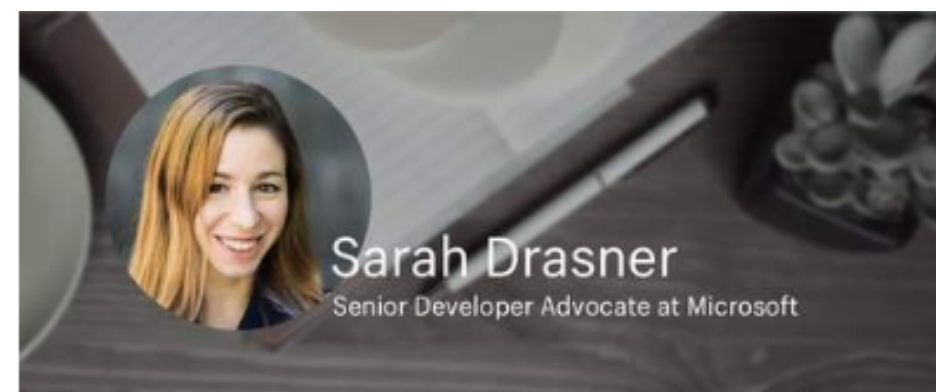
[Free Webinar] How to Build Your First Shopify App



Wes Bos
Full Stack Developer

Webinars

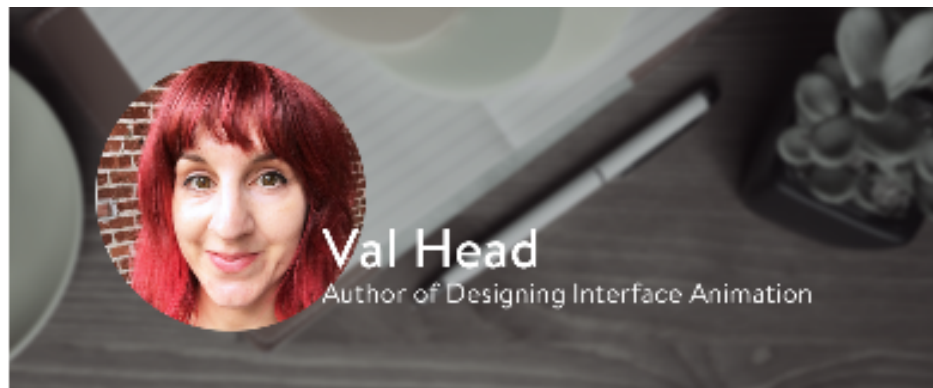
[Free Webinar] Applicable ES6: Tips and Treats With Wes Bos



Sarah Drasner
Senior Developer Advocate at Microsoft

Webinars

[Free Webinar] Innovative SVG Animation



Val Head
Author of Designing Interface Animation

Webinars

[Free Webinar] Meaningful Animation for User Experience



Webinars

Jeffrey Zeldman Shares His Advice for Aspiring Freelance Web Designers



Partner Session with:
Chris Coyier

Webinars

[Free Webinar] 10 Things You Can (and Should) Do With SVG



Vitaly Friedman
Editor-in-chief of Smashing Magazine

Webinars

[Free Webinar] Dirty Little Tricks From The Dark Corners of Ecommerce

Shopify as a Business

- A lot of resources
- Fairly good documentation
- A lot more sales driven
- Not open source like Wordpress
- Generally less of a community spirit online

Wordpress Pricing

Hosting with 34SP.com
£9.95 monthly

WooCommerce
Free*

Paypal Express Checkout 3.4% + 20p (based
on up to £1,500 monthly sales)

Shopify Pricing

Monthly cost

\$29 (about £22) - \$299 (about £225)

Transactions

Paypal Express Checkout 3.4% + 20p + 2%

Shopify fee (based on up to £1,500 monthly sales)

Shopify Payments 2.2% + 20p

Content Management in Shopify

Wordpress

Shopify

Pages

Pages

Posts

Articles

Themes
Child Themes

Themes
N/A

Categories

Collections

Plugins

Apps

Products (with Woocommerce)
Custom Post Types

Products

[Meetups](#) | [WordCamps](#) | [News](#)

- Home
- Orders 2
- Products
- Customers
- Analytics
- Discounts
- Apps

SALES CHANNELS

- Online Store

- Settings

Good morning, Lucy.

Here's what's happening with your store today.

 No sales yet	 No orders yet	 No sessions yet
------------------	-------------------	---------------------

0 LIVE

Visitors right now

2 orders to fulfill

SUGGESTED READING

Because you added a product

Conversion rate optimization helps turn visitors into customers. Learn how with this guide.

[Read blog post](#) 19 min read

People are subscribing to your mailing list!

Your mailing list lets you contact customers or visitors who have shown an interest in your store. Reach out to them with exclusive offers and updates about your products.

All channels

Today

TOTAL SALES Today

There were no sales during this time.

[View dashboard](#)
TOTAL SALES BREAKDOWN Today

There were no sales during this time.

TOTAL SALES BY CHANNEL Today

Online Store	
£0.00	0 orders
Other	
£0.00	0 orders

TOP PRODUCTS Today

There were no products sold during this time.

ACTIVITY

Lucy Sloss You created a new product: [Deodorant 03](#).
May 15, 2018 at 9:40 AM GMT+1

Lucy Sloss You created a new product: [Face Cloth](#).
May 15, 2018 at 9:40 AM GMT+1

- Home
- Orders 2
- Products
- Customers
- Analytics
- Discounts
- Apps

SALES CHANNELS

- Online Store
 - Themes**
 - Blog posts
 - Pages
 - Navigation
 - Domains
 - Preferences

Themes

View your store



Online store is password protected

Only visitors with a password can access your online store.

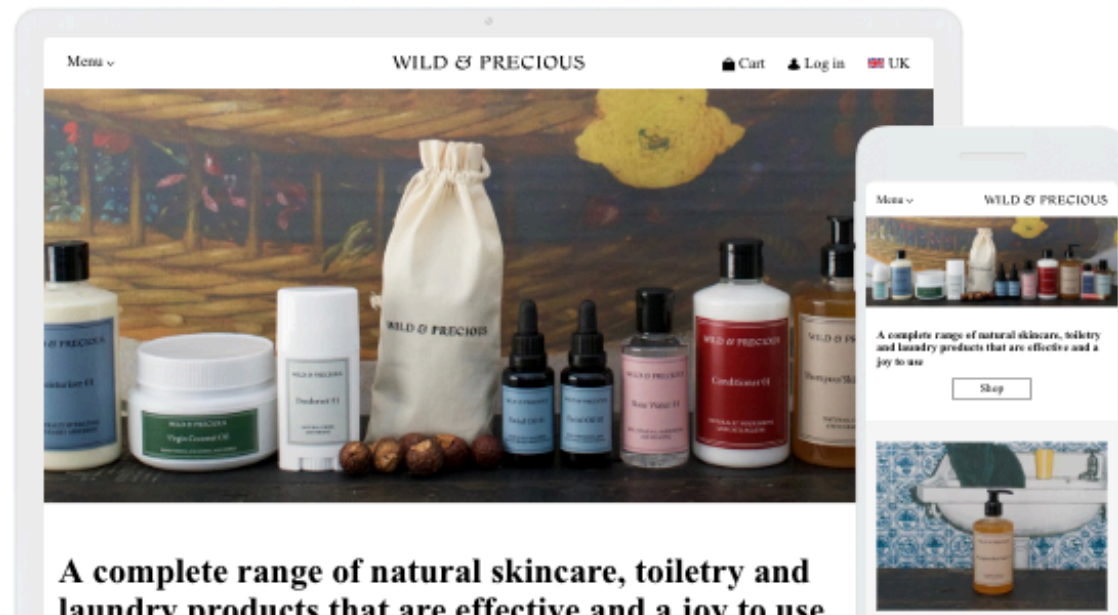
[Disable password](#)

Current theme

This is the theme customers see when they visit your store.

Wp-Shopify-Theme








Last saved on Jun 4, 12:06pm

[Actions ▾](#)
[Customize](#)


More themes

Theme name

Last saved

-  Home
-  Orders 2
-  Products
-  Customers
-  Analytics
-  Discounts
-  Apps

SALES CHANNELS +

-  Online Store 👁

Settings

**General**

View and update your store details

**Payment providers**

Enable and manage your store's payment providers

**Checkout**

Customize your online checkout process

**Shipping**

Manage how you ship orders to customers

**Taxes**

Manage how your store charges taxes

**Gift cards**

Enable Apple Wallet passes and set gift card expiry dates

**Notifications**

Manage notifications sent to you and your customers

**Files**

Upload images, videos, and documents

**Sales channels**

Manage the channels you use to sell your products and services


**Account**

Manage your accounts and permissions




**Billing**

Manage your billing information and view your invoices

Customiser


Wp-shopify-theme


Home page ▾





● Live Save


SectionsTheme settings


Typography


Colors


Social media


Favicon

Currency



Notification Pop up

Product Notification Pop up

Product Offers

Checkout

Theme actions ▾



Menu ▾


WILD & PRECIOUS

Welcome to our UK shop! We have other shops if you prefer.

Shop EU

Shop US

[Hide this message.](#)



A complete range of natural skincare, toiletry and laundry products that are effective and a joy to use

Shop

Developing Shopify Themes

Liquid

Wordpress

```
<?php the_title(); ?>
```

```
<?php $pagetitle = get_the_title();  
  
if ( "About Me" == $pagetitle ) : ?>  
    <p>This is the About Page</p>  
<?php endif; ?>
```

Shopify

```
{{ post.title }}
```

```
{% assign pagetitle = page.title %}  
  
{% if "About Me" == pagetitle %}  
    <p>This is the About Page</p>  
{% endif %}
```

Timber (Twig)

Twig

SINGLE.TWIG

```
{% extends "base.twig" %}
{% block content %}
    <h1 class="big-title">{{foo}}</h1>
    <h2>{{post.title}}</h2>
    
    <div class="body"> {{post.content}} </div>
{% endblock %}
```

Liquid

```
{% if product.availabe %}
<h2>Price: £99.99</h2>
{% else %}
<h2 class="sold-out">Sorry - sold out</h2>
{% endif %}
```


Liquid Cheat Sheet

<https://www.shopify.co.uk/partners/shopify-cheat-sheet>



The Shopify Cheat Sheet is a resource for building Shopify Themes with Liquid

[What is Liquid?](#)

Enter your search

Basics

Tags

Filters

Objects



[Join our Partner program](#)

paginate	▼
search	▼
shop	▲
The <code>shop</code> object. Learn more	
shop.address	▼
shop.collections_count	▼
shop.currency	▼
shop.description	▼
shop.domain	▼
shop.email	▼
shop.enabled_payment_types	▼
shop.metafields	▲
Returns the shop's metafields. Metafields can only be set using the Shopify API. Learn more	
shop.money_format	▼

product	▲
The <code>product</code> object. Learn more	
product.available	▼
product.collections	▼
product.compare_at_price_max	▼
product.compare_at_price_min	▼
product.compare_at_price_varies	▼
product.content	▼
product.description	▼
product.featured_image	▲
Returns the relative URL of the product's featured image. Learn more	
product.first_available_variant	▼
product.handle	▼
product.id	▲

Slate

Slate

- Dependency management via Webpack
- ES6+ support via Babel
- Local development asset server
- Local SASS compilation
- Theme Linting
- Starter Themes
- Deploy Environments
- Safe watch and deploy
- Asset minification
- Configuration via slate.config.js

```
config/
- settings_data.json
- settings_schema.json
layout/
- gift_card
- password
- theme
templates/
- 404
- article
- blog
- cart
- collection
- gift_card
- index
- page.contact
- page
- password
- product
- search
customers/
- account
- activate_account
- addresses
- login
- order
- register
- reset_password
```

Slate Demo

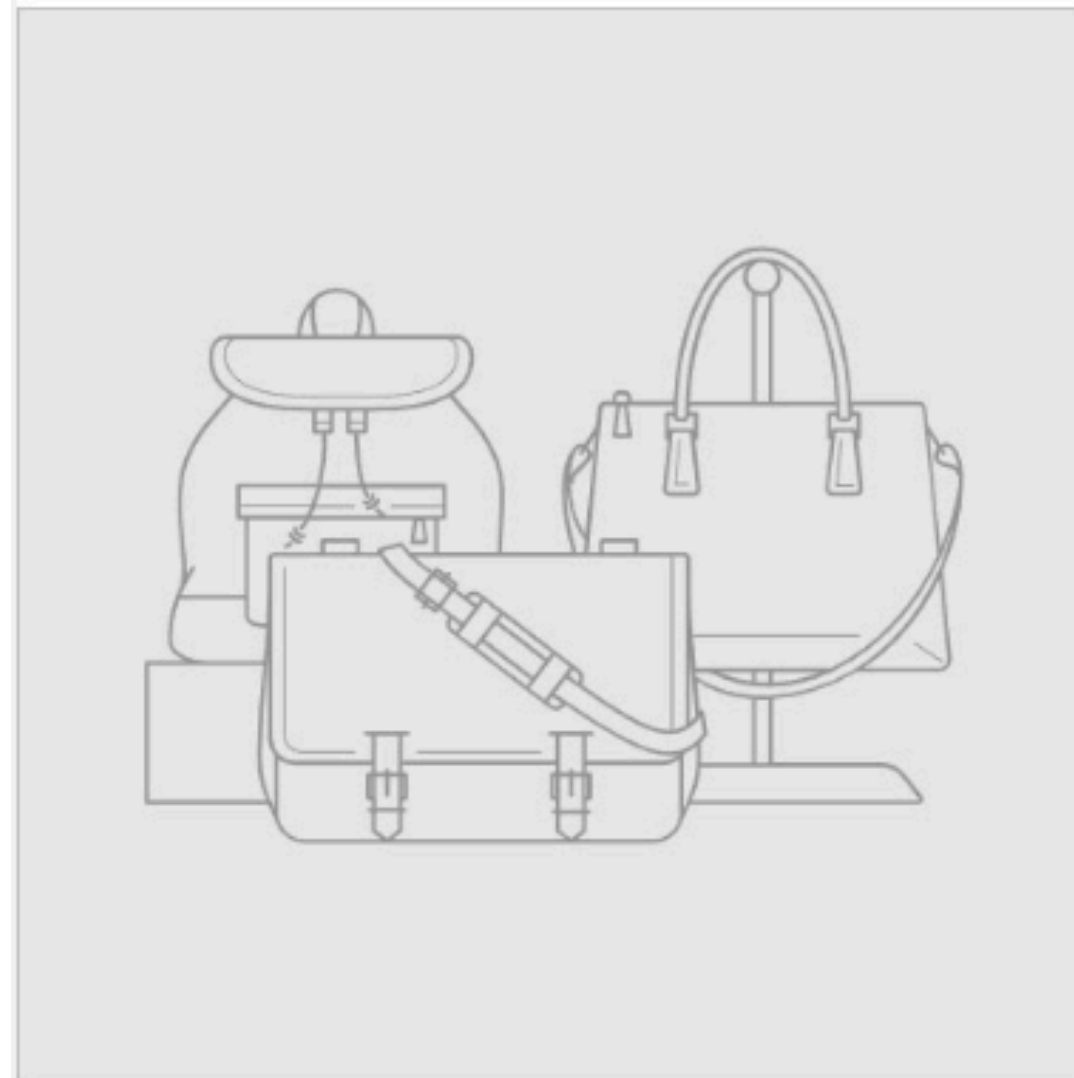
[🛒 Cart \(0 items\)](#)

Search our store



- [Home](#)
- [Catalog](#)

Collection list



[Example Collection Title](#)

Slate

<https://shopify.github.io/slate/>

<https://github.com/Shopify/slate/wiki>

Shopify Apps

Apps

- App code will never run on a client's server.
- Host on platforms such as Heroku, Digital Ocean or AWS Free Tier
- Shopify is a central platform that provides an interface for Apps via an HTTP-based API.

Apps

- You don't have to worry about what version of Wordpress the store has running or internal server bugs.
- Any communication between your app and the client's store can be kept to a minimum.
- You can use any language.
- Most Apps have a monthly subscription.

What I like about Shopify

- Money! (Earning an income from referrals)
- Hosting and secure SSL
- Email Newsletters
- Webinars
- Liquid

What I like about Shopify

- Standardised and familiar checkout
- Language files for multi-lingual themes
- Mobile App
- Scalability & POS options

CARD READERS AND STANDS

Card Reader - Tap, Chip, and Swipe



~~£79.00~~

£59.00 + VAT

[Add to Cart](#)

Product information

What I dislike about Shopify

- Email Newsletters
- Permalinks aren't as flexible as Wordpress
- Downtime on servers
- No in-built Custom Fields
- Backups are not included

What I discovered about Shopify

- Installing Apps can change your theme code
- A lot of Apps are at an added cost
- Not all features are supported in all countries.

Conclusion

- Shopify is great for e-commerce
- I still love Wordpress!
- Working with new platforms improves your skills
- Say YES to projects out of your comfort zone!

Thanks for listening!

Resources

<https://www.shopify.com/partners/blog/introduction-to-shopify-theming-for-wordpress-theme-developers>

<https://www.shopify.co.uk/partners/blog/topics/webinars>

<https://shopify.github.io/slate/>

<https://github.com/Shopify/slate/wiki>

<https://www.shopify.co.uk/partners/shopify-cheat-sheet>