

# Shopify Evaluation

## Amanda Ray

Item	Information
App name:	Shopify
Link to webpage	<a href="https://amanda-does-art.myshopify.com/">https://amanda-does-art.myshopify.com/</a> (password: amanda1)
Price base / addons	\$29/mo for standard to \$299 for advanced
Custom Domain	You can have a domain with .myshopify.com or you can connect existing domains or buy a new one for the site.
Can you move the site to a standard host?	I'm not sure. With the template, you'd have to re-do the basic core of the design since you can't take the template.
How do clients manage their content?	As far as I can see, clients can manage their content by having access to their website and customizing it further or updating information.
Is repeating content stored in "collections"?	There are collections for products specifically
Store	Yes, it is primarily for ecommerce.
Blog	Yes, there is a blog post section
<u>Feature List</u> ex: calendar, membership, forms, search, galleries, video, etc	They have videos, galleries, etc. I think it is specific to the theme.
Template Selection	They gave a few templates to select from
Layout control	I felt like there was very little I could control about how the template was laid out. at least in the regular builder.
Styling Interface rate its ease of use	8/10 - Pretty easy to use, only had to experiment a little to figure things out

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Customization rate its ease of use	7/10 - it was pretty easy to customize colors and images. I felt like there could be more customization with blocks/sections being added or subtracted
Marketing Tools	they had a whole section for marketing, with apps you could use and results
Social Media Integration	I saw there was a section where you could add apps. I believe you could do some social media integration with that, but it would definitely take some time to figure out how it worked.
3 <sup>rd</sup> party app Integrations ex: typekit, mailchimp	Same as the previous answer. You can add a mailchimp app to your website.
What is their Support like?	you can use a chat, email them, call, and there are community forums.
What is their strong suit?	Being able to build an online store
Where do you change the favicon?	When you are customizing your theme, go to theme settings and there is a favicon section
Where do you add your logo and branding?	They have a specific section on the templates
Adding discounts	There is a section to add discount
Analytics	They have analytics on their website. They definitely prioritize sales

<b>Evaluation Area</b>	<b>Write a meaningful discussion.</b>
Why you picked this app	Because one day I might open an online shop for my art, and though I'll probably go with squarespace, this website intrigued me.

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Initial Experience	My initial experience was good. I was having fun with customizing the template and everything went smoothly.
Learning Curve	My biggest learning curve was how to get products to show up on the featured area.
Working with Editor	I personally didn't use their editor, but it was there if I needed it.
Design options – did you have enough?	I think I mostly had enough. I really liked my theme. I just wish I could have the option to add more sections and features easily.
Your overall experience	It was a good experience. Simple and easy to use, and had everything I needed.
Would you be able to work with a client to plan and create the website content and design the style and use a Hosted CMS to build?	Yes, I think so. I think it would be easy for the client to figure out who to change things as needed, and I could do most of the planning and design.
Other Comments	

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