**Shopify online store 2.0**

**New features include:**

* Sections on every page
* Theme app extensions with app blocks
* Built-in modularity
* Host and manage assets
* Flexible store content
* Meta fields
* Enhancements to the theme editor
* New developer tools
* A new reference theme
* The Shopify Theme Store reopening
* Updating your themes and apps

**Environment/theme install:**

* **Code editor:** such as vscode, sublime text etc.
* **Node js package**
* **Install ruby**
* **npm install -g @shopify/cli @shopify/theme**
* **gem update --systems**
* **gem install bundler**
* **bundle init**
* **git add Gemfile Gemfile.lock**
* **Install theme cmnd:** shopify theme init {project-name} -u {git-project-url}
* **Store connected cmnd:** shopify theme dev --store <https://itclan-development-online-store.myshopify.com/> (visit site url)

**Form parameters**

* **activate\_customer\_password**
* **contact**
* **currency**
* **customer**
* **create\_customer [ input field name: customer[author,email,body]**
* **customer\_address**
* **customer\_login**
* **guest\_login**
* **new\_comment**
* **product**
* **recover\_customer\_password**
* **reset\_customer\_password**
* **storefront\_password**

**Shopify SEO**

1. **Microdata schema**

* **itemscope**
* **itemtype:** <https://schema.org/BlogPosting>
* **itemprop:** headline

1. **Json structured schema**<script type="application/ld+json">

{

"@context": "https://schema.org",

"@type" : "BlogPosting",

"headline" : {{ article.title | json }},

"articleBody" : {{ article.content | strip\_html | json }},

{% if article.excerpt !=blank %}

"description": {{ article.excerpt | strip\_html | json }},

{% endif %}

{% if article.image %}

"image": {{ article.image | img\_url: 'medium' | prepend: 'https:' | json }},

{% endif %}

"datePublished": {{ article.published\_at | date: format: "default" | json }},

"dateCreated": {{ article.created\_at | date: format: "default" | json }},

"author":{

"@type": "Person",

"name": {{ article.author | json }}

},

"publisher": {

"@type": "Organization",

"name": {{ shop.name | json }}

}

}

</script>

**Seo keyword:** <https://schema.org/>

**Seo test:** https://search.google.com/test/rich-results