Okay. So, guys your task is to write a SEO based content of 750 words.

Content Title: **Complete Shopify Redesign or Store Facelift**

You need to research YouTube and google to find information about "**Complete Shopify Redesign or Store Facelift**". Then you can write a perfect content. For collecting information take a look at the following link. I am also attaching a content for you to understand.

Reference link:

1. https://liquify.design/shopify-expert-services/complete-redesign-or-store-facelift/
2. https://www.onthemap.com/digital-marketing-services/shopify/shopify-redesign/
3. https://experts.shopify.com/masani/services/customize-design
4. https://www.fiverr.com/marvelous_del/do-shopify-redesign-website-redesign-shopify-website?context_referrer=user_page&ref_ctx_id=63ccc874cac0284d5a19f1e46fce2df3&pckg_id=1&pos=2
5. https://www.elsner.com/does-your-ecommerce-store-need-a-facelift-and-how-to-do-it/
6. https://www.dzine-hub.com/blog/redesigning-dreadlab-uks-shopify-store/
7. https://websitepandas.com/shopify-store-build-redesign/

Reference content

Shopify theme adjustment and modification

A simple tweak is all you need

Modify anything inside a Shopify theme

Our developer can create and customize any feature in your store.

Shopify is one of the best user-friendly software that allows you to open up an eCommerce store. Did you know that with a Shopify theme in your possession and some simple clicks of customization, you can easily kick start your business today? Yet, 80% of the people don't know how to operate their store. Because they simply don't understand the functionality of their theme. Some fall victim to the superstition of overly priced customization. Though, it might be the case for many companies. But if you look through properly, there are companies like thewillify that provide expert modification at a very moderate rate. So, if you want to build a store according to your imagination, then we are the people you should get in contact with.

Now, let's get down to business. I assume you have a theme and you may or maybe not already set up your store. Now you are contemplating your decision on whether you should do customization or not. Let us help you. First, you should know why you should modify your theme. What are the benefits?

In 2022 Shopify is by far the best eCommerce platform that lets you control all of its core components. Unlike other platforms, you can do full-scale customization on any Shopify theme. Usually, most of the Shopify theme comes with all the basic important functionality that a merchant needs such as Cart, Checkout system, and Browsing features. But the problem is even with all those popular features, your store will still look the same as many other stores that are already running in the market.

If you want to own your store. If you want to give your store that "aha" feel. If you want to make your store distinct from others then you have to do some changes to your theme. Let's have a look at the benefit of customizing your Shopify theme:

1. **Professional Look:** Are you selling for modern people? Then your site should also satisfy the eyes of modern people. A scribbled website won't attract the customer's attention. Nowadays, the eCommerce platform has come a long way. People don't easily trust a website. But if your site features a neat and clean UI, then there is a 65% increase in chances of retaining traffic to your website. All these can be achievable through the customization of your theme.

2. **Distinct design:** Themes are made with a certain amount and types of audiences in mind. Different types of customers need different types of user experiences which helps them to justify their choice to buy a product. A customer that wants to buy a monitor will most likely need some comparison factor shown on your site. That's why it's beneficial for you to change your website's user experience according to your product.

3. **Customer Experience and performance:** The most questionable features that any ordinary Shopify theme offers are its cart and conversion system. Missed conversion and abandoned carts are the real struggles of eCommerce platforms nowadays. Thorough customization can reduce this hassle which will give you non-fungible traffic.

There are so many features that you can create or edit in your Shopify theme. Some of them can be easily done, some are a bit tricky. Let's walk you through some major tweaks that you can do. But one thing I must tell you is that the possibility of modification is limitless.

1. Modification of Shopify theme elements

2. Changing text sizes and colors

3. Editing or hiding theme elements for mobile UI

4. Hiding or displaying functions based on selected collection

5. Implementing global content or tabs

6. Customize contact form (adding or removing fields)

7. Improve cross browsing compatibility (mobile and Tab)

8. Deleting or installing apps from third parties

9. Pixel integration for tracking

10. add notification of abandoned carts

11. Create banner for advertising purpose

12. Product package/bundles creation to boost sales

13. Layout optimization

14. Improve the user experience of the buying process

15. Creating slideshow, photos, or image designs

16. Integrate Lead generation tools

Conclusion

Theme Customization is a must if you want to create a fast-paced and elegant eCommerce store with Shopify. However, everything has its drawbacks. You should leave the customization to the experts since you are working with the core structure of your theme. If you don't handle it properly, your store might become unstable. So, the best choice you can make is to hand over this task to experts like the theWillify developers who have done thousands of customizations for clients all over the world.