

Eminem E Commerce Shopify Template
June 22, 2020

Prepared by Yoonsun Lee

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<https://umg-dev-1.myshopify.com/admin>
<https://umg-dev-1.myshopify.com>

Objectives

Create a Custom Template for Shopify Plus

Utilize Udesly / Webflow Themeing that is based on Slate CLI workflow

Demonstrate Design / CSS iteration and preview development

Host and Tag SEO / Search / Pixel Image Strategy

Demonstrate Scaling and Content Curation Development

Deploy / Themeing Strategy Demonstration

Links

Udesly Shopify Theme Converter
<https://www.udesly.com/webflow-to-shopify/>

Shopify Attributes
<https://cheatsheets.udesly.com/>

Slate Skeleton Theme
<https://github.com/Shopify/skeleton-theme/tree/master/src>

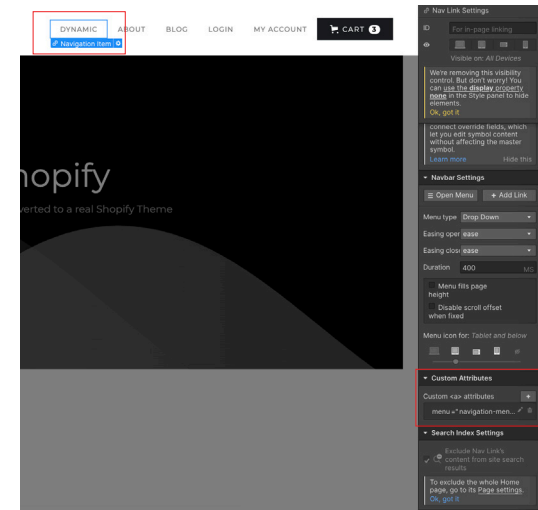
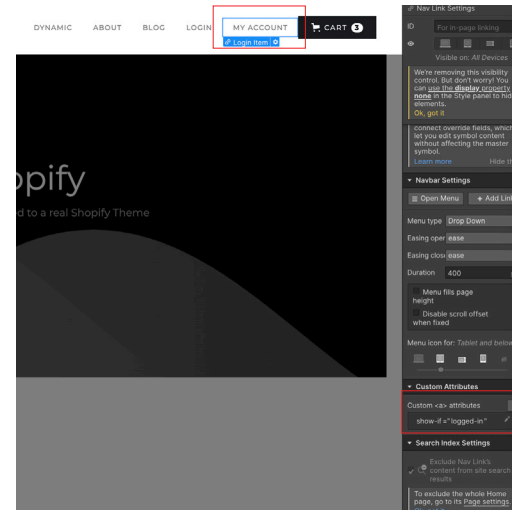
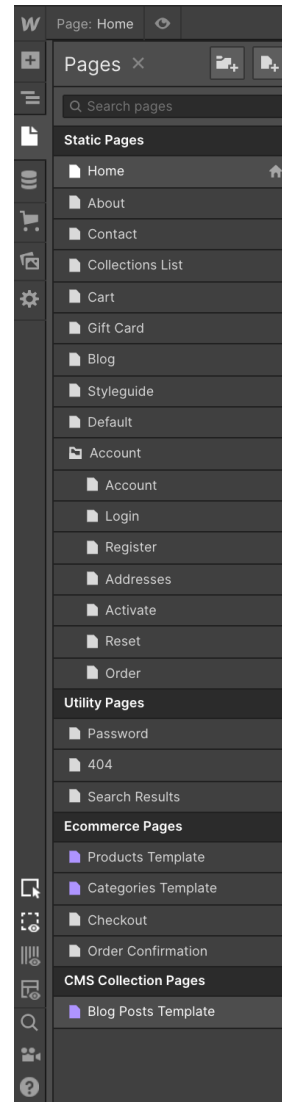
Webflow
Core Vanilla Static Development IA
<https://university.webflow.com/topic/introduction-web-concepts>

Core Files

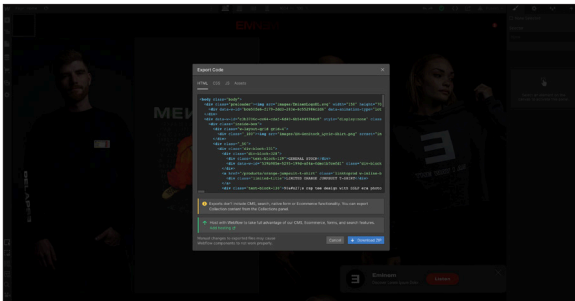
Slate Theme Scaffold

- 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

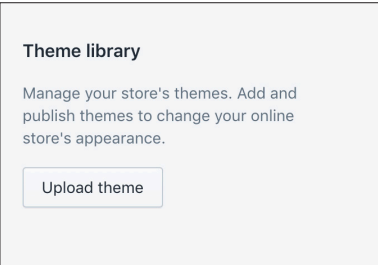
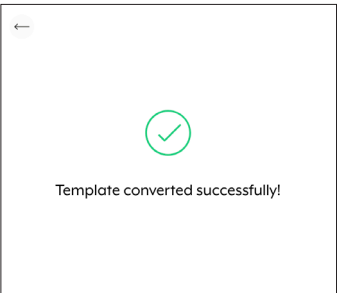
Webflow Base Scaffold



Static Export



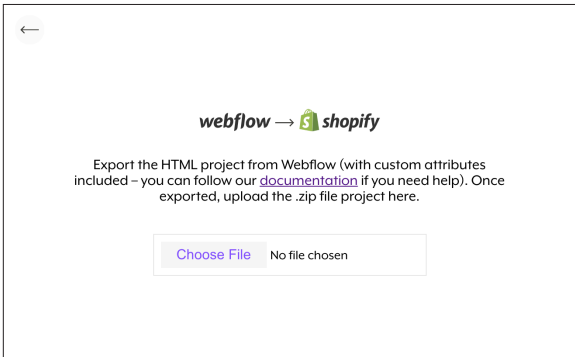
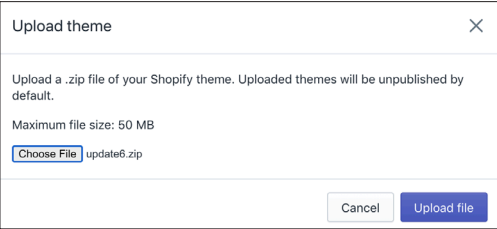
Export Static JS/HTML/CSS Fonts / Images / UTM ALT info also exported
Facebook Pixel and Google Analytics are included



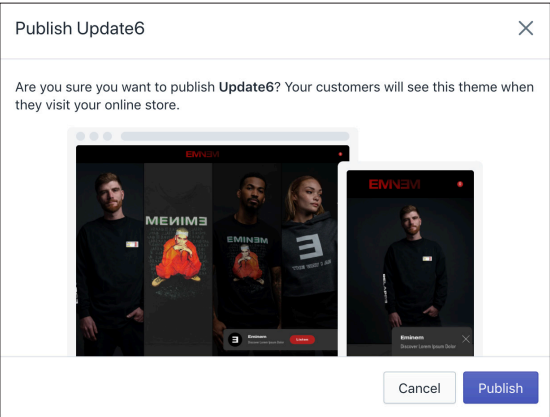
Upload converted theme in Shopify



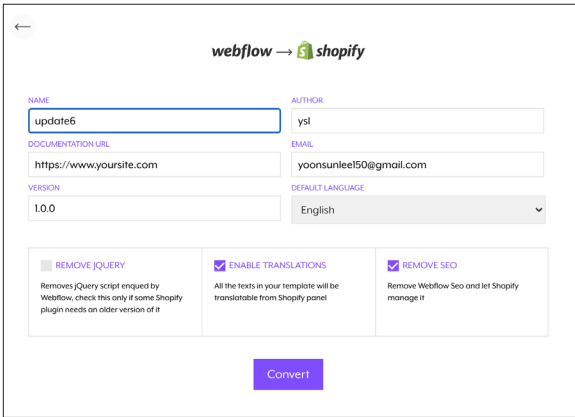
Select format. Duplicate (Drupal) templates can be generated



Choose Adapter to export to Shopify Native Theme



Publish. Generate Collections/Products



Set settings

Eminem E Commerce Shopify Template
June 24, 2020

Prepared by Yoonsun Lee

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Objectives

Add Aria Roles for ADA compliance

Generate Focus States and Conditional UX / Visibility

Add Alt Tags to Source Set Image and Tagging

Add Editable Sections for non coder to update

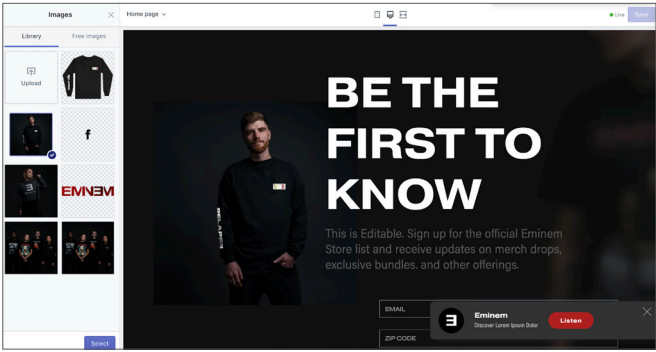
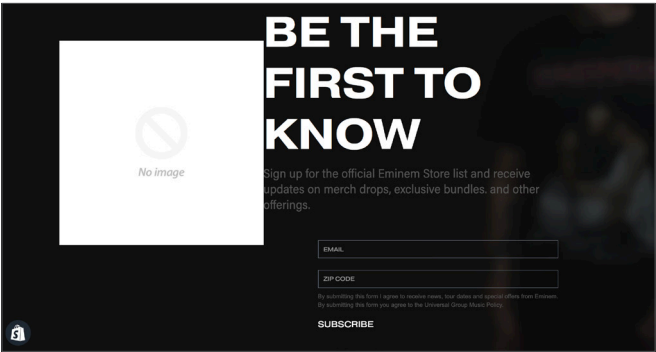
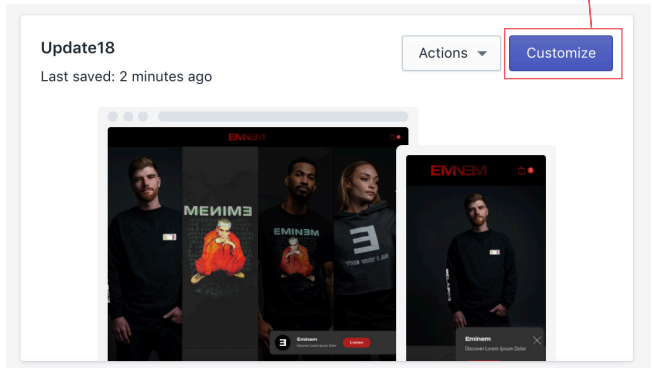
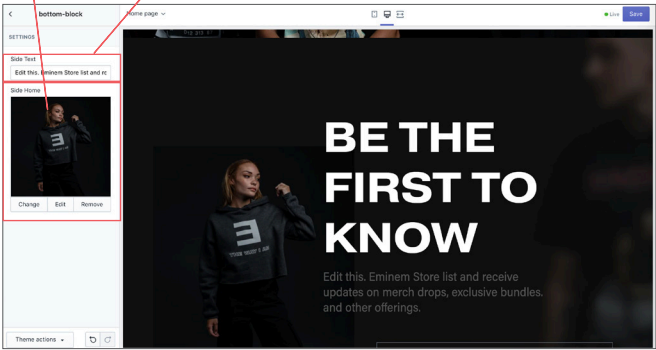
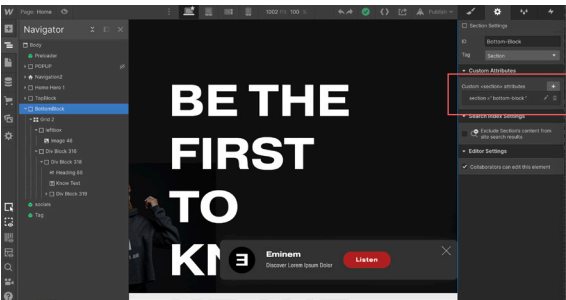
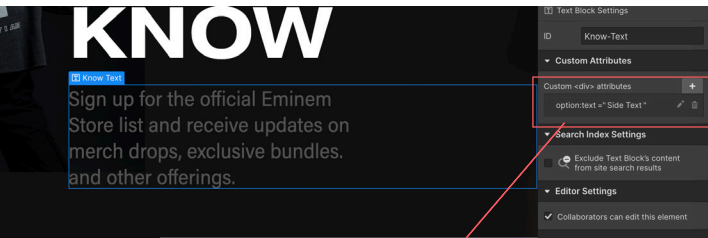
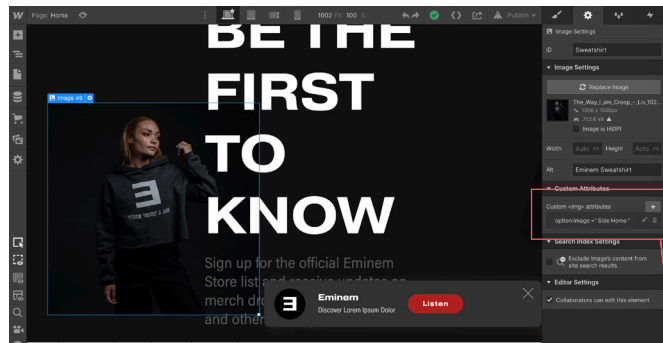
Outline (Google Analytics / Facebook Pixel / Administration)

Publish Slate / Themekit Versioned Git

Publish Netlify CDN that can be brought into Head of existing Themes/Templates

Editable Sections

<https://cheatsheets.udesly.com/shopify/generic>



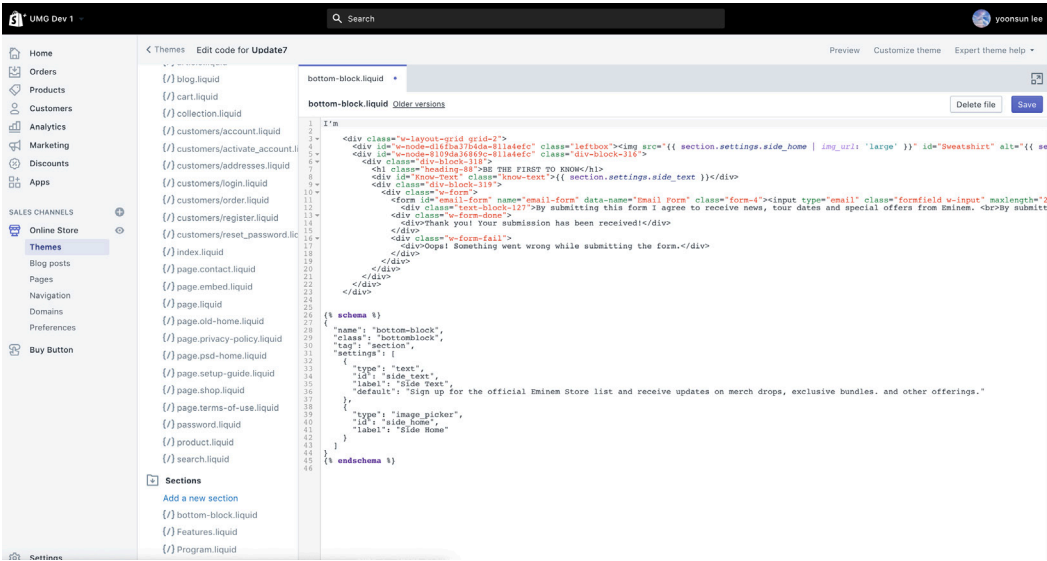
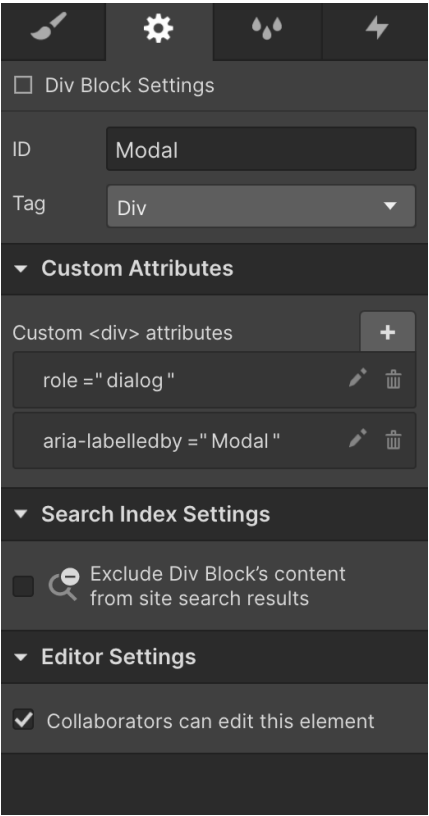
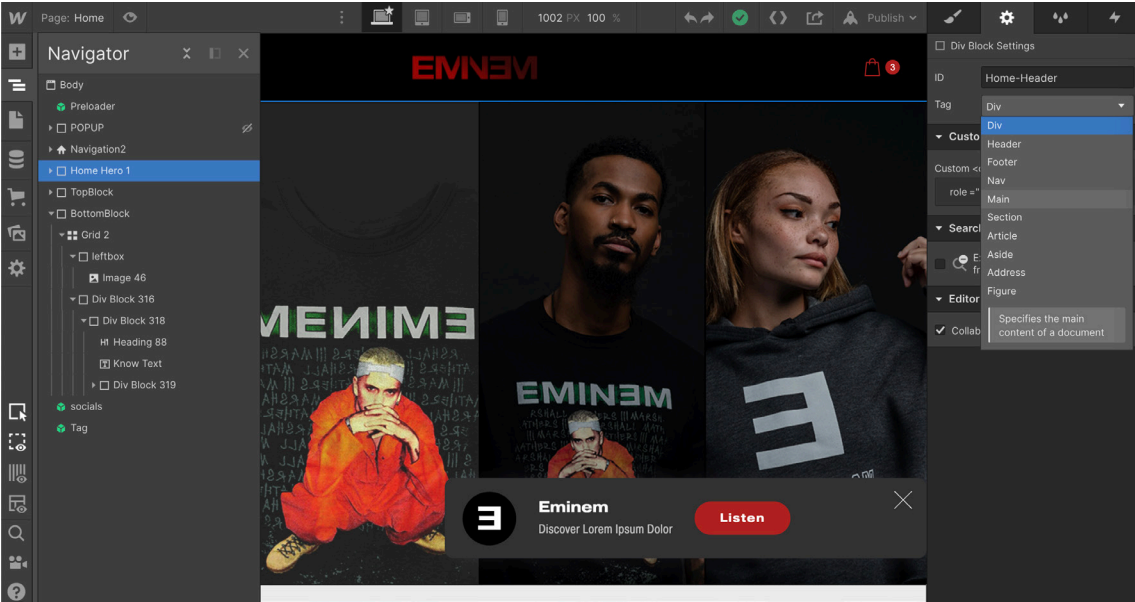
Editable Sections

<https://cheatsheets.udesly.com/shopify/generic>

Description	Element	Name	Value
Section	Div	section	unique section name
		dynamic	true
Option Text	Section > Text	option:text	option name
Option TextArea	Section > Text	option:textarea	option name
Option RichText	Section > RichText	option:richtext	option name
Option HTML	Section > Div	option:html	option name
Option Image	Section > Image or Div	option:image	option name
Option Url	Section > Link	option:url	option name
Option Url to Page	Section > Link	option:page	option name
Option Checkbox	Section > Link	option:checkbox	option name
Option Color	Section > text	option:color	option name
Option Background Color	Section > Any	option:bgcolor	option name

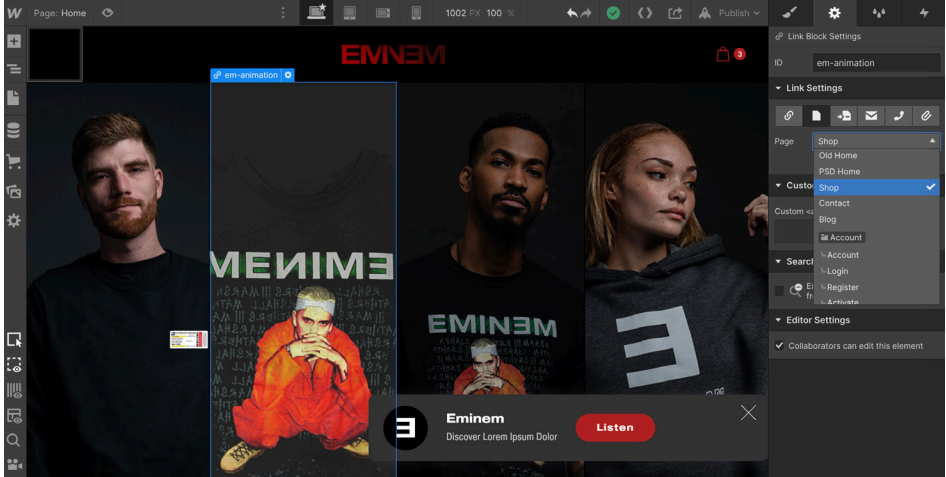
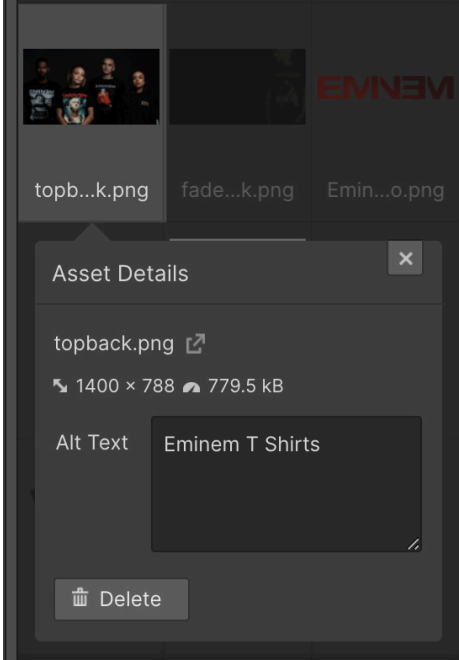
Aria Roles

https://www.w3.org/TR/wai-aria-practices-1.1/#dialog_modal?utm_campaign=chrome_series_ariaauthoringpractices_061617&utm_source=chromedev&utm_medium=yt-desc

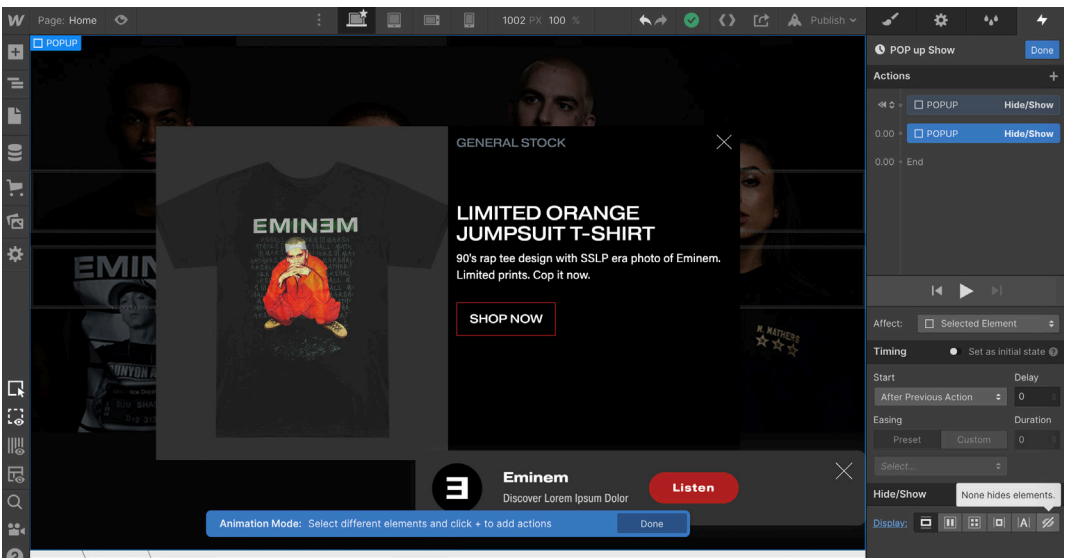
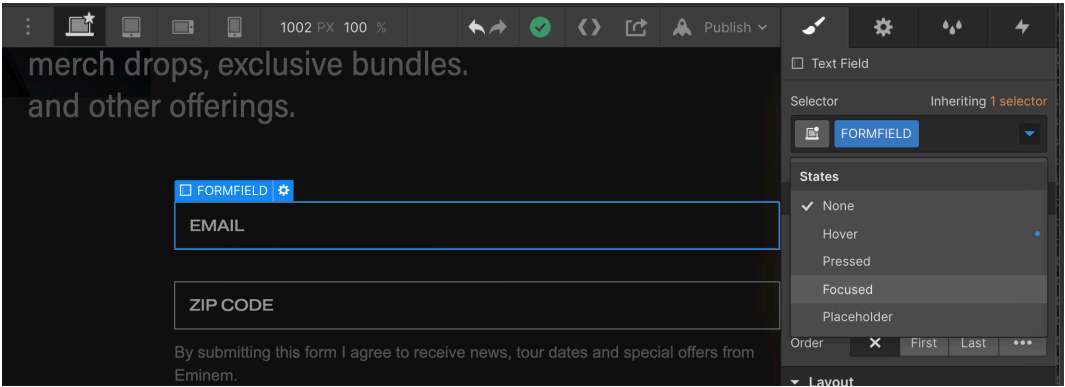
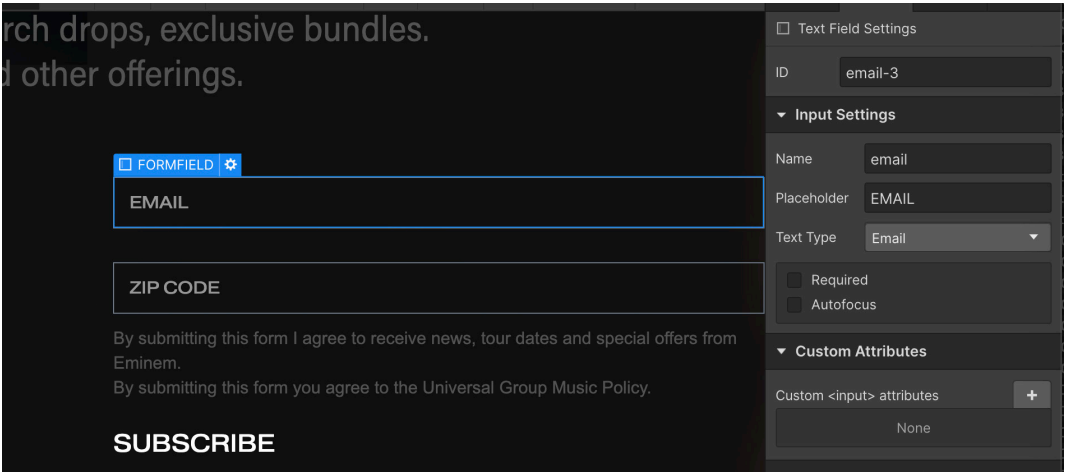


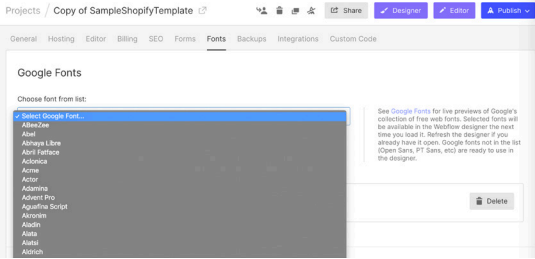
ALT Tags / Assets

Semantic IA



Focus States/
Disabled UX





universal

Pragmatica, Pragmatica
Extended, Pragmatica
Condensed, Acumin Pro, Acumin
Pro Condensed, Acumin Pro
Wide, Acumin Pro Extra
Condensed, Acumin Pro Semi
Condensed

webflowDashboardShowcaseDesignersLearnResources

Projects / Copy of SampleShopifyTemplate

GeneralHostingEditorBillingSEOFormsFontsBackupsIntegrationsCustom Code

Search Engine Optimization

You can set [SEO meta titles and descriptions](#), as well as [Open Graph info](#) for individual pages and Collection items in the page settings in the Designer.

Indexing

Save Changes

Disable Webflow Subdomain Indexing

NO

Indexing of [http://sampleshopifytemplate-783f9efad63d29184.webflow.io](#) is **enabled**

robots.txt

To unlock robots.txt options add a site plan to this project. [Add a site plan.](#)

If indexing is disabled, a unique robots.txt will be published only on the subdomain telling search engines to ignore the domain. (The actual content is: User-Agent: * Disallow: /)

Learn more about robots.txt here: [www.robotstxt.org](#). If populated, this will be added to all of your pages.

Sitemap

Save Changes

Auto-generate Sitemap

To unlock auto-generated sitemaps add a site plan to this project. [Add a site plan.](#)

Custom sitemap.xml

To unlock custom sitemaps, add a site plan to this project. [Add a site plan.](#)

When you turn this on, Webflow will automatically update your sitemap when you publish your site, which can help with SEO. Sitemaps are located at your site's root level (your-site.com/sitemap.xml). [Learn how to submit your sitemap to google](#)

If populated, sitemap.xml will be added to all of your custom domains. You will still need to submit your sitemap to: [Google Webmaster Tools](#)

Google Site Verification

Save Changes

Verifying your site with Google will give you access to your website's private Google Search data. You will also be able to affect how Google Search crawls your site.

Google Site Verification ID

e.g. x88atPHmzG1G2FBivU1bk-w398zDtl8Mci2AC2tYd4kw

Visit [Google Search Console](#) to add and verify your site. [Learn more about verifying your site](#)

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Forum

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Live Stream

Wishlist

Status

Company

About

Jobs

Sitemap

Become an Affiliate

Terms & Policies

Terms of service

Privacy Policy

Cookie Policy

Cookie Preferences

Social

W

Repo

Continuous Integration

CDN / Netlify / Auto Update

<https://github.com/persephonepunch/Shopify-CDN.git>

<https://shopify-cdn.netlify.app/>

Use Shopify Custom Theme
or import CDN CSS/JS Compile from Git Managed File
Server in Custom Base Theme (Debut - or modified Slate)

Slate / Themekit

<https://github.com/persephonepunch/Shopify-ADA.git>

Shopify Native

<https://umg-dev-1.myshopify.com/>

Next Steps

Shopify CLI

This workflows can be committed into
Next / Node / Polaris
Shopify CLI workflow

<https://www.shopify.com/partners/blog/cli-tool>

I would love to work with a team to extend this next generation Shopify Development Pattern

Static Development lends itself to Open Source

Sapper (PIM / GraphQL Type)
Svelte (Static Vanilla JS/CSS) compile

<https://sapper.svelte.dev/>

<https://svelte.dev/examples#hello-world>