**1) What is difference between shopify plus and basic plan**

### **1. Cost**

* Basic Shopify: $39/month
* Shopify Plus: Starts around $2,000/month (or a variable fee based on revenue).

### **2. Target Audience**

* Basic Shopify: Designed for small to medium-sized businesses.
* Shopify Plus: Built for large enterprises or high-volume businesses.

### **3. Features & Scalability**

* Basic Shopify:
  + 2 staff accounts.
  + Basic reporting and analytics.
  + Limited customization options.
* Shopify Plus:
  + Unlimited staff accounts.
  + Advanced reporting and analytics.
  + Dedicated resources for large-scale operations.
  + Enhanced API limits for custom integrations.
  + Greater customization with Shopify Scripts (custom logic for discounts, shipping, etc.).

### **4. Checkout Customization**

* Basic Shopify: Standard Shopify checkout.
* Shopify Plus: Full access to checkout.liquid, allowing complete customization of the checkout process.

### **5. Support**

* Basic Shopify: 24/7 general support.
* Shopify Plus: Priority 24/7 support and a dedicated account manager (Launch Engineer).

### **6. Automation**

* Basic Shopify: Limited automation through apps.
* Shopify Plus: Access to Shopify Flow, an automation tool for tasks like inventory management, order tagging, and customer segmentation.

### **7. Multi-Store Management**

* Basic Shopify: One store per account.
* Shopify Plus: Ability to manage multiple stores from a single dashboard (ideal for international stores).

### **8. Transaction Fees**

* Basic Shopify: 2.9% + 30¢ per transaction (lower with Shopify Payments).
* Shopify Plus: Negotiable transaction fees based on volume.

### **9. Custom Integrations**

* Basic Shopify: Standard API limits.
* Shopify Plus: Higher API call limits, enabling smoother integrations with ERP, CRM, and other third-party tools.

**2) Here’s a comparison between** Shopify Plus **and the** Basic Shopify **plan:**

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### **10. Merchant Success Program**

* Basic Shopify: Not available.
* Shopify Plus: Includes access to strategic consulting and Shopify Plus Academy.

**3) What is the process to create theme on shopify**

### **1. Set Up Your Development Environment**

1. Install Shopify CLI:
   * Shopify CLI is essential for developing Shopify themes locally.
   * Install Shopify CLI.
2. Install Node.js:
   * Ensure you have [Node.js](https://nodejs.org/) installed, as it's needed for development.
3. Install Theme Tools:
   * Use Dawn, Shopify’s default reference theme, to start your custom theme:

bash

Copy code

shopify theme init my-custom-theme

cd my-custom-theme

### **2. Connect to Your Shopify Store**

1. Log in to your Shopify store:

bash

Copy code

shopify login --store your-store.myshopify.com

1. Preview your theme locally:

bash

Copy code

shopify theme serve

* + This command opens a local development server with live reloadi
  + ng.

### **3. Customize Your Theme Files**

Shopify themes are built using:

* Liquid: Shopify’s templating language for dynamic content.
* HTML/CSS: For structure and styling.
* JavaScript: For interactivity.
* JSON: For theme settings and sections.

Key folders:

* /sections/: Reusable components (e.g., header, footer).
* /templates/: Page templates (e.g., product, collection).
* /assets/: CSS, JavaScript, images.

### **4. Add Theme Settings**

* Modify config/settings\_schema.json to add customizable settings in the Shopify admin, such as color pickers, fonts, or custom sections.

### **5. Test Your Theme**

* Use Shopify's Theme Inspector for analyzing Liquid performance.
* Test across different browsers and devices.

### **6. Deploy Your Theme**

1. Push your theme to your Shopify store:

bash

Copy code

shopify theme push

1. Set the theme as the live theme in the Shopify admin.

### **7. (Optional) Submit to the Shopify Theme Store**

* Follow Shopify's Theme Store Guidelines to submit your theme.

**4) which type of customization do you have in shopify?**

### **1. Theme Customization**

#### **Basic Customization (via Theme Editor)**

* Drag-and-Drop Editing: Modify sections on the homepage, product pages, collections, etc.
* Color & Fonts: Adjust colors and typography.
* Images & Logos: Upload and customize branding elements.
* Sections: Add or remove pre-designed sections.
* Navigation: Customize menus and links.

#### **Advanced Customization (via Code)**

* Liquid: Shopify’s templating language for dynamic content.
* HTML/CSS: For structural and visual adjustments.
* JavaScript: Add interactivity or third-party integrations.
* JSON Templates: Control theme sections and layout for specific pages.

### **2. Product Customization**

* Product Options & Variants: Add multiple options like size, color, and material.
* Custom Fields (Metafields): Add unique fields for products, collections, and pages (e.g., custom dimensions, warranty info).
* Personalization Apps: Enable customer input for product customization (e.g., monogramming).

### **3. Checkout Customization**

* Shopify Basic: Limited to design settings like colors and logos.
* Shopify Plus: Full access to checkout.liquid for advanced checkout customization (e.g., custom payment options, upsells).

### **4. Navigation & User Experience**

* Custom Menus: Create mega menus or dropdown menus.
* Filters & Search: Add custom filtering and search functionalities.
* Dynamic Content: Use Liquid to display different content based on customer segments or geographic location.

### **5. Page Customization**

* Custom Landing Pages: Use page builder apps or customize templates.
* Blog Pages: Customize blog layouts and integrate rich media.
* Contact Forms: Modify or create custom forms for inquiries, subscriptions, etc.

### **6. Automation & Workflows**

* Shopify Flow (available on Shopify Plus): Automate tasks like inventory management, customer segmentation, and order tagging.
* Third-Party Apps: Integrate apps to automate email marketing, loyalty programs, and more.

### **7. Multi-Language & Multi-Currency**

* Language Translation: Use Shopify’s native multi-language support or third-party translation apps.
* Currency Conversion: Automatically convert prices based on customer location.

### **8. SEO & Analytics Customization**

* SEO Settings: Customize meta titles, descriptions, and URLs.
* Schema Markup: Add structured data for better search engine visibility.
* Analytics & Tracking: Integrate custom tracking scripts (e.g., Google Analytics, Facebook Pixel).

### **9. Custom Integrations**

* APIs: Use Shopify’s APIs to integrate external systems (e.g., ERP, CRM).
* Custom Apps: Build private or public apps to extend your store’s functionality.

**Third Party Api**

**1) Zapier**

Q:How to integrate zapier api?

### **1. Create a Zapier Account**

* Sign up at [zapier.com](https://zapier.com/) if you don't have an account.

### **2. Connect Shopify to Zapier**

1. Log into Zapier.
2. Click on "Create Zap".
3. In the Trigger section:
   * Search for Shopify.
   * Choose an event (e.g., New Order, New Customer, New Product).
4. Connect Your Shopify Account:
   * You’ll be prompted to log into Shopify.
   * Grant Zapier permission to access your store by logging in and approving the request.

### **3. Configure the Trigger**

* Set up filters if needed (e.g., only trigger when an order exceeds a certain amount).
* Test the trigger to ensure Zapier is receiving data from Shopify.

### **4. Choose an Action App**

* Search for the app you want to integrate (e.g., Google Sheets, Slack, Mailchimp).
* Select an action event (e.g., Add a Row, Send a Message, Subscribe Contact).

### **5. Map Data**

* Zapier will show fields from Shopify and the chosen app.
* Map Shopify data fields (e.g., customer name, order details) to the corresponding fields in the action app.

### **6. Test the Zap**

* Run a test to ensure everything is working correctly.
* Zapier will display success or error messages.

### **7. Turn on the Zap**

* Once everything works as expected, turn on the Zap.
* Zapier will now automate the workflow based on the trigger.

### **Example Use Cases**

* Notify Slack on New Orders:
  + Trigger: New order in Shopify.
  + Action: Send a Slack message with order details.
* Add New Customers to Mailchimp:
  + Trigger: New customer in Shopify.
  + Action: Add the customer to a Mailchimp list.
* Sync Orders to Google Sheets:
  + Trigger: New order in Shopify.
  + Action: Create a new row in a Google Sheet with order details.

**How to integrate mailchimp in shopify**

### **1. Use the Official Mailchimp App for Shopify**

Mailchimp offers a native integration through an app. Here's how to set it up:

#### **Step 1: Install the Mailchimp App**

1. Go to the Shopify App Store:
   * Search for "Mailchimp for Shopify" or use this link to find the app.
2. Click "Add App" and follow the installation instructions.

#### **Step 2: Connect Your Mailchimp Account**

1. Once the app is installed, click "Connect Account".
2. Log in to your Mailchimp account.
3. Authorize the integration.

#### **Step 3: Configure Sync Settings**

* Choose what data to sync (e.g., customers, products, orders).
* Set up audience lists and tags as needed.

### **2. Manual Integration Using a Third-Party App**

If you prefer more advanced features, you can use third-party apps like:

* ShopSync
* Zapier
* Automate.io

#### **Example: Using Zapier**

1. Create a Zap with Shopify as the trigger and Mailchimp as the action.
2. Trigger: New customer or order in Shopify.
3. Action: Add/update subscriber in Mailchimp.
4. Map fields and turn on the Zap.

### **3. Adding a Mailchimp Signup Form Manually**

If you want to add a Mailchimp signup form directly to your Shopify store:

1. Generate an Embed Code from Mailchimp:
   * Go to Mailchimp > Audience > Signup Forms > Embedded Forms.
   * Customize the form and copy the provided HTML code.
2. Add the Form to Shopify:
   * Go to Online Store > Themes > Customize.
   * Use the Theme Editor or add the embed code to a custom HTML section or in the footer.liquid or page.liquid files.

### **4. Test the Integration**

* Send a test signup or order to verify that the data syncs correctly between Shopify and Mailchimp.

**Installed Apps**

1) **Shopify Search & Discovery:**Enhance your Shopify store with the Shopify Search & Discovery app to improve search, filtering, and product recommendations. Customize filters, create synonym groups, and boost specific products to increase relevance and sales. Add related products on product pages to increase average order value. Use analytics to gain insights into customer behavior and refine their shopping experience.

2) **Yotpo Product Reviews & UGC:** Yotpo helps eCommerce brands boost social proof with AI-powered review widgets, making it easy to collect and display high-quality product reviews. Brands can showcase reviews and star ratings on social media and Google, enhancing visibility with Google Seller Ratings and Shopping Ads. Yotpo also integrates reviews with SMS, loyalty, and subscription products, while offering customizable widgets and smart filters to build buyer confidence. Its seamless integration ensures effortless syncing with the Shop app.

3) **Shopify Flow:** Shopify Flow enables you to create custom automations without coding, streamlining business operations. Automate tasks like inventory management, fraud detection, and more using pre-built templates or custom workflows with conditional logic. Flow integrates seamlessly with tags, metafields, fulfillment, B2B, Slack, Google Sheets, and other apps, helping you save time and focus on growth.

4) **Sufio: Professional Invoices:** Streamline your invoicing with automated, professional documents tailored to your business needs. Generate invoices, credit notes, and receipts that comply with global B2C and B2B regulations, validated by certified accountants. Customize templates with your logo, brand colors, and premium fonts to enhance your brand. Easily print or download bulk PDF invoices, and support B2B sales by validating EU VAT numbers and setting tax-exempt customers. Enjoy expert support for seamless setup and tax configuration.

5) **qikify Contact Form Builder:** qikify Contact Form Builder simplifies form creation with a no-code solution for contact, wholesale, registration, and survey forms. Easily capture leads, expand contact lists, and improve customer service. Customize forms with features like file uploads, image choices, and conditional logic. Display forms as popups, bubbles, or embedded elements. Advanced features include reCaptcha, form scheduling, and in-app or email submission tracking, ensuring seamless communication and efficient management.

6) Shopify Combined Listings**:** Shopify Combined Listings lets you showcase multiple product variations—such as colors, materials, or lengths—from a single listing, creating a more visual and engaging shopping experience. Each variation can have its own title, image carousel, and descriptive URL, boosting customer confidence and SEO. Easily manage variations from the Shopify admin, with options to un-publish or re-publish as needed. Available on Plus and enterprise commerce plans, it offers a seamless, unified product details page for shoppers.

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8) groupmate Combined Listings**:** Groupmate helps you create dedicated product pages for variants while allowing customers to switch between them easily. It simplifies product group management and integrates seamlessly into your Online Store 2.0 theme without impacting page speed. Groupmate offers customizable swatch styles, including color, button, and image options, and includes a 'barebone' version for developers to customize or extend functionality. Like Shopify Combined Listings, it enhances variant navigation while offering flexible, non-intrusive integration.

9) SA Request a Quote, Hide Price**:** Globo Request for Quote allows customers to easily add products to a quote with a single click from product, collection, or shopping cart pages. It enables buyers to propose their own prices and add remarks for each item. The app also offers features to hide prices or the add-to-cart button, requiring customer login to view prices. You can convert quotes into orders, generate RFQs as PDFs, and access REST API for integration. Customize your RFQ form with various fields, and automatically send quote emails. Additionally, you can display the RFQ button anywhere and hide prices based on product tags, vendors, or collections.

10) Exportier ‑ Data Export**:** Exportier - Data Export simplifies exporting Shopify data, allowing you to export from key segments like Products, Customers, Orders, Inventory, and more to CSV or Excel formats. With over 20 pre-built Shopify report templates, it saves time and effort. You can manage unlimited exports using advanced filters, schedule automatic exports with email notifications, and store data on Google Drive or FTP. The app also supports custom columns for automatic calculations of Shopify sales, profit, margin, and other metrics, making data analysis and BI tool integration easier.