Liquid

Liquid is a template language created by Shopify and written in Ruby. Liquid is the backbone of all Shopify themes, and is used to load dynamic content in the pages of online stores.

The static elements are written in HTML, and the dynamic elements are written in Liquid. The Liquid elements in a file act as placeholders: when the code in the file is compiled and sent to the browser, the Liquid is replaced by data from the Shopify store where the theme is installed.