



Keyfer Mathewson

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The background image is a dark, moody photograph of a bar or cafe interior. It features wooden paneling on the walls, a row of bar stools with curved backs, and a potted plant in the background. The lighting is low, creating a sense of depth and atmosphere.

WordPress + Shopify

Commerce Simplified

WordPress

What is WordPress?

Open-source CMS

- Built by Automattic - 2003
- Written in PHP
- Databases in MySQL

Powerful tool used by *a lot* of people

- Makes up >25% of the world's top 10 million websites
- Used by over 60 million websites
- Databases in MySQL

What isn't WordPress?

- A commerce tool (this is a simplified statement)

Shopify

What is Shopify?

Complete commerce tool

- Web App built with Ruby on Rails, an open source framework
- POS, card readers, etc.
- Multi-channel, we're going to focus on buy-button

Worldwide user base

- >370,000 users worldwide
- 150 different countries
- Companies like Tesla, Redbull, Wikipedia

What isn't Shopify?

- A blogging tool (this is a simplified statement)

Home

Apparel

Design Collection

Model S

Model X

Roadster

Search Store

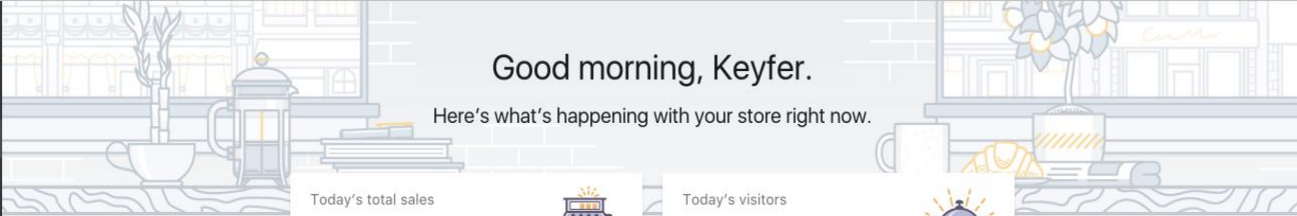
TESLA DESIGN COLLECTION



MODEL S CHARGING ACCESSORIES

SHOP NOW






Good morning, Keyfer.

Here's what's happening with your store right now.


Today's total sales

\$0.00



Today's visitors

1



- 5 orders need to be fulfilled [View orders](#)
- 23 orders have payments that need to be captured [View orders](#)

You have an abandoned checkout


Abandoned checkouts are created when a customer doesn't complete a purchase, but they're really an opportunity to recover the sale. Try sending an email to get your customer to complete their purchase.

[Create email](#) [Learn more](#)

Turn abandoned checkouts into sales


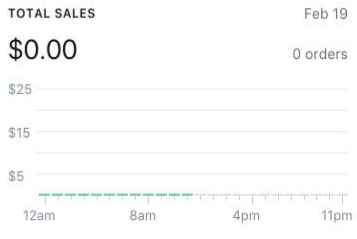
Schedule recovery emails to encourage customers to complete their purchase. These emails can help recover 5–11% of lost sales.

[Schedule emails](#) [Learn more](#)



Email marketing

13 amazing abandoned cart emails (and what you can learn from them)

TOTAL SALES BY CHANNEL Feb 19

Online Store	\$0.00	0 orders	View dashboard
Shopify POS—4-10032 113 St	\$0.00	0 orders	
Buy Button	\$0.00	0 orders	
Other	\$0.00	0 orders	

TOP PRODUCTS Feb 19

There were no sales during this time.

- ACTIVITY**
- Oberlo created a new product: [Rainbow Collar](#). 13 Feb 10:55 EST
 - Keyfer Mathewson 11 Feb 18:04 EST
 - Added payment gateway: Fake Loonies.



Let's combine super powers.

What's the focus?

- Before we get into the integrations, it's important to think about the focus of the website
- If the focus is a commerce, it's perhaps a good idea to use Shopify as a foundation
- If, on the other hand, the focus is something other than commerce, perhaps it's a good idea to start with WordPress
- My goal isn't to convince you, but show you to tools to help the process

Integrations

- Shopify Themes for WordPress, eg. [Themezilla](#)
- [Shopify Buy Button](#)
- [Shopify Plugin for WordPress](#)

Demo: Shopify Plugin

- Before we get into the integrations, it's important to think about the



Demo: Shopify Plugin



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