



Ways to hack your
Shopify store to be
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It's no secret Shopify is my bestie.

In 2015 I had a hell of a year. First I started on BigCommerce, and that was cool, but I wanted to do more with my site (like create wholesale logins and pricing) so I switched over to WooCommerce (a plugin for Wordpress that turns your blog into an e-commerce store) because I had a background in website building and knew that the possibilities were pretty much endless.

WooCommerce was fun because it was so customizable, but it drove me absolutely bonkers to be my own IT department. I knew that for every 1 customer that told me they couldn't checkout, there were countless others that had just given up and never told me. I had enough to worry about, and making sure my website was up and running correctly was a full-time job in itself. So I bit the bullet and switched to Shopify. My reasoning was that for every sale I was losing on WooCommerce, that was a month of Shopify paid for. If I got that one sale back because my site was always running smoothly, it was a no brainer.

Out of the box, Shopify can do a lot to get you up and running, but it can't do everything. Hence, the beauty of their app store. The bare bones e-commerce site isn't going to work for you, no matter how powerful Shopify is. To succeed in an already clogged e-commerce world, you gotta know what to hack (and no, you definitely don't need to be a website guru to do it).

I hope this workbook helps you to [create a site on Shopify](#) (affiliate link) that blows your competition out of the water, and makes them talk about you at their next trip to the bar. Let me know on twitter [@handmadebk](#) because I would LOVE to read about your success!

~Megan BF

PS- You can totally use these tips for any e-commerce platform you're on, as long as there are ways to integrate apps similar to the ones I discuss on the next page.

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Hack your Shopify site by adding:

Newsletter pop-ups

AppSumo, MailMunch, and LeadPages are a few examples of ways to get in the face of your visitors without being annoying. Remember that your mailing list is a key ingredient in creating value that goes beyond a product. You want them to love the brand? You gotta get them on your mailing list.

Review apps

Social proof is one of the biggest reasons a visitor becomes a customer. How many times have you been afraid to buy something on Amazon because it had no reviews? Ask your customers to leave feedback after their purchases to increase conversion rates

A Blog

I'm of the opinion that [you should have a standalone blog](#) separate from your website so that you always have a failsafe is something on your e-commerce goes wrong. I've always used [Wordpress on BlueHost](#) (affiliate link) because it's so cheap, but even a Tumblr will do (though you should try to have one avenue of your brand not dependent on any third parties).

Ways to share on social media

AppSumo is a great one for this, but any app that allows your visitors to share to their social media EASILY is going to get more butts in the seats.

ALT tags

The more info you give Google, the better your rankings can be. Make sure to install an app that allows you to create ALT tags for your images (ALT text is the text that shows up in lieu of the actual image.)

Pinterest and Facebook shops

Why not use them? They're free, they get your products out to more eyeballs, and they require like, 2 more steps to setup.

Little extras to show you care about the details

A good example is Receiptful (and it's free). Basically it upgrades your email receipt to a beautifully designed email that you can customize to offer additional discounts, reviews and feedback, and other stuff. Add little perks to your customers' checkout process to show you want to have an entirely engaging experience, from first visit to checkout.