



Is headless Shopify the way forward for eCommerce businesses?

Peter Richman
Plug & Play



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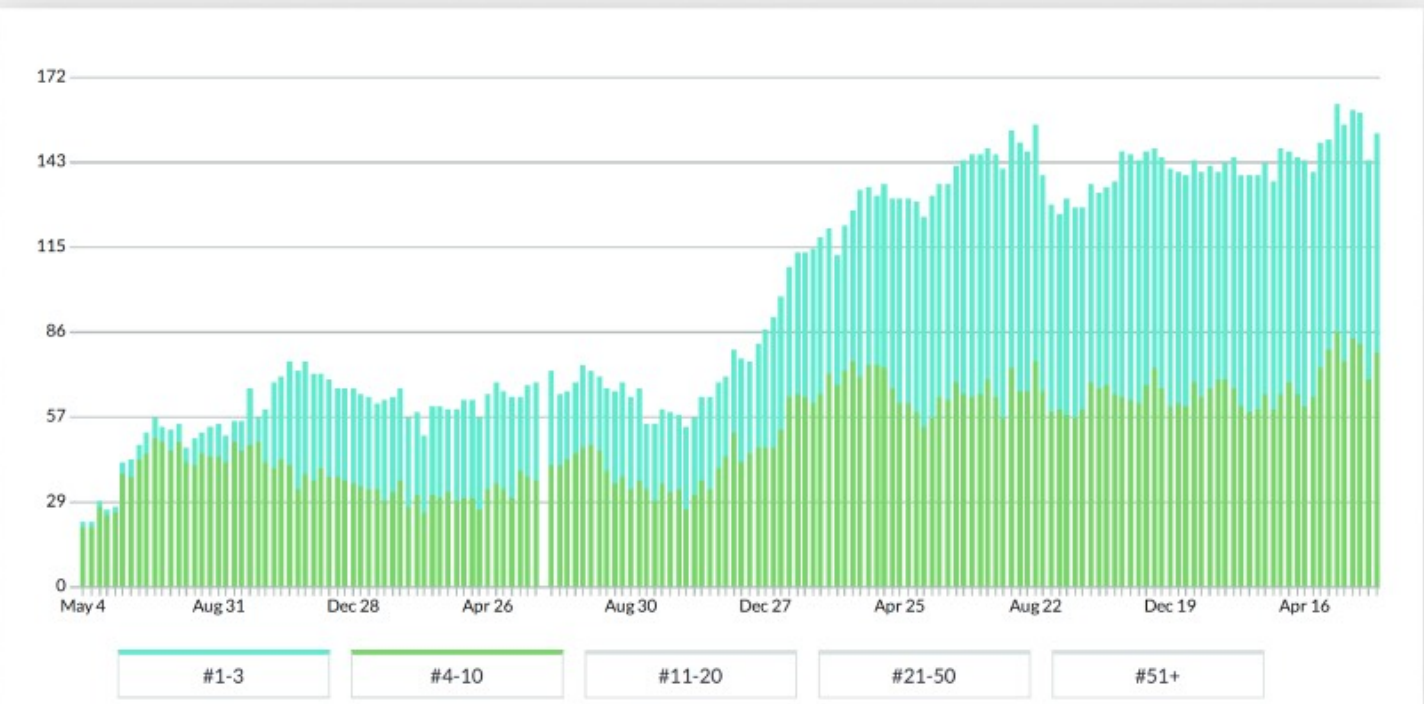
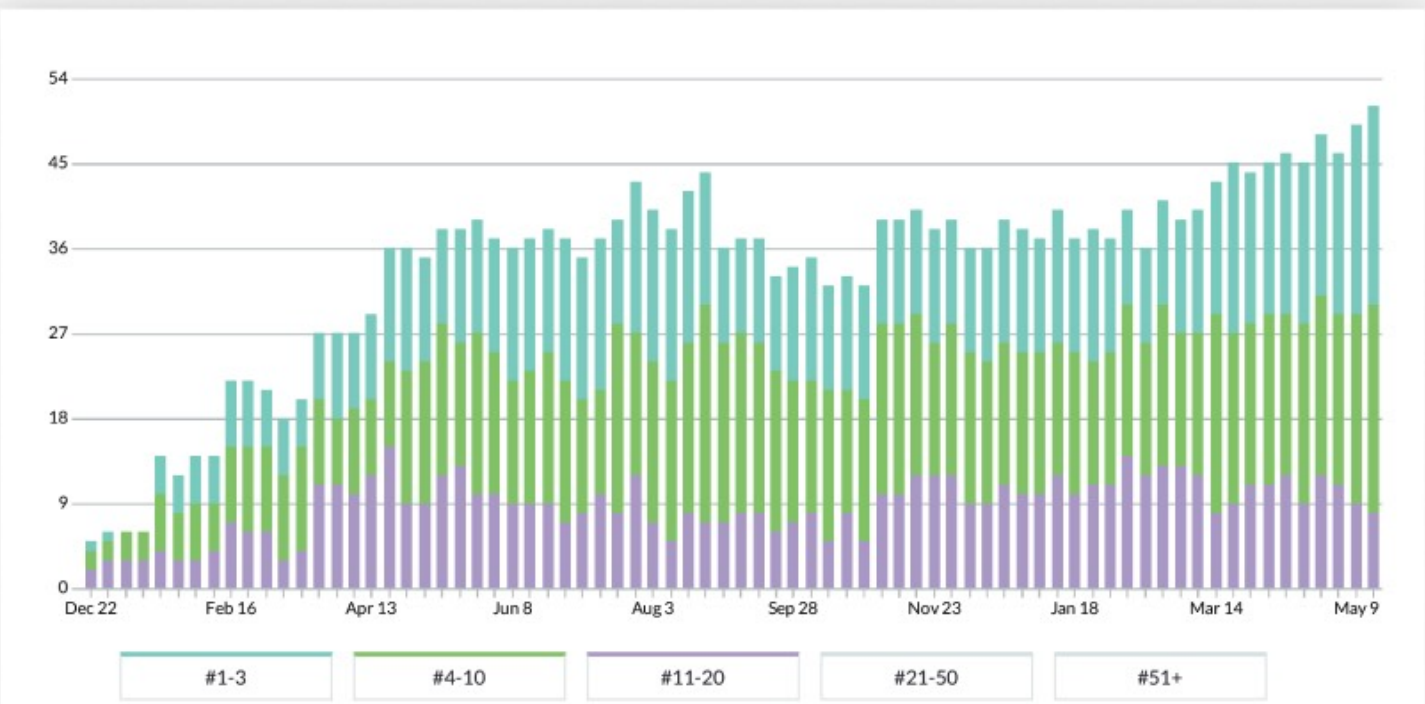
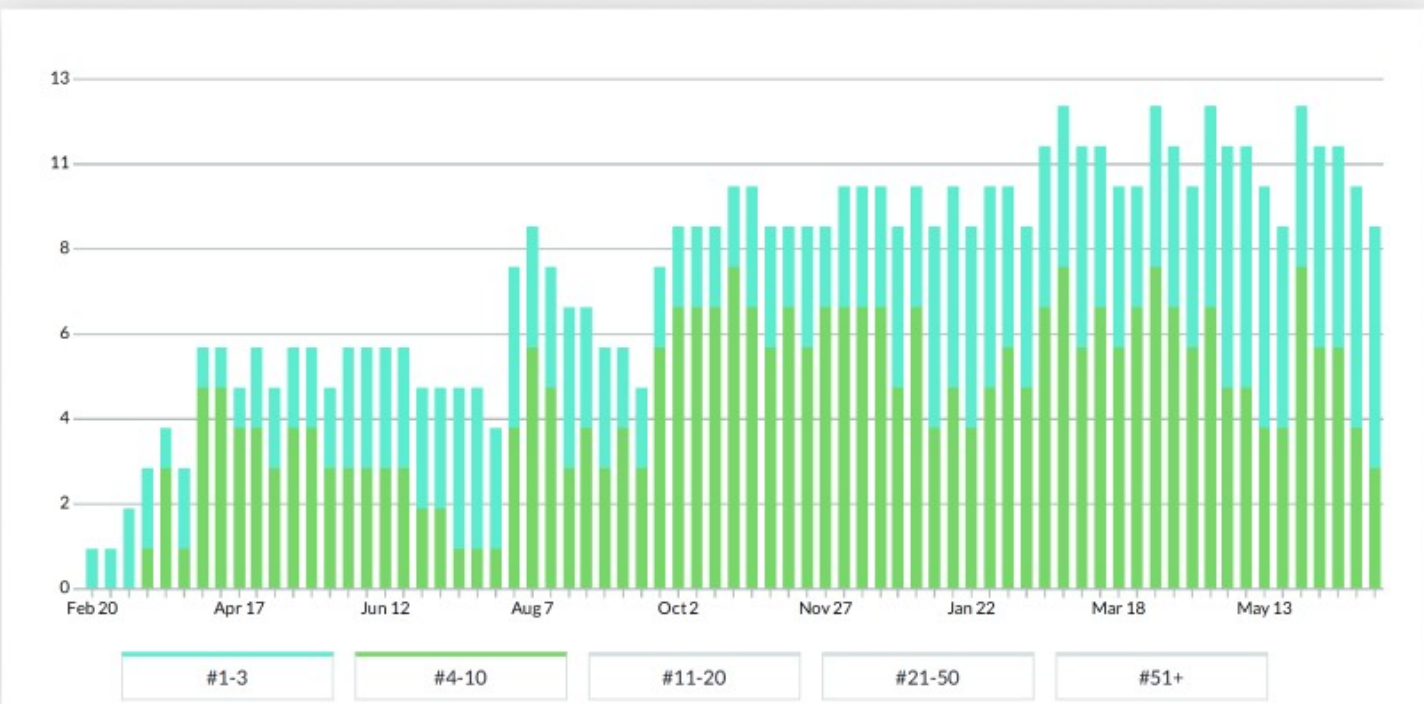
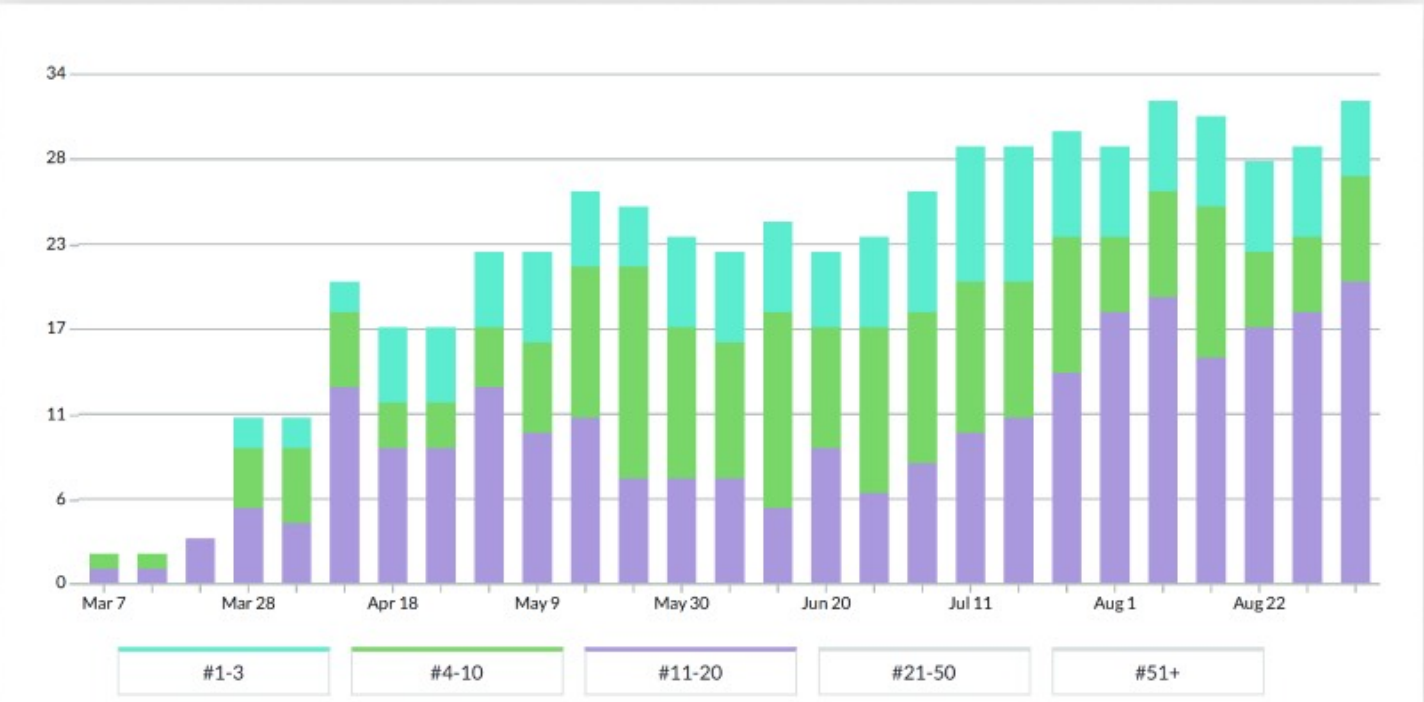
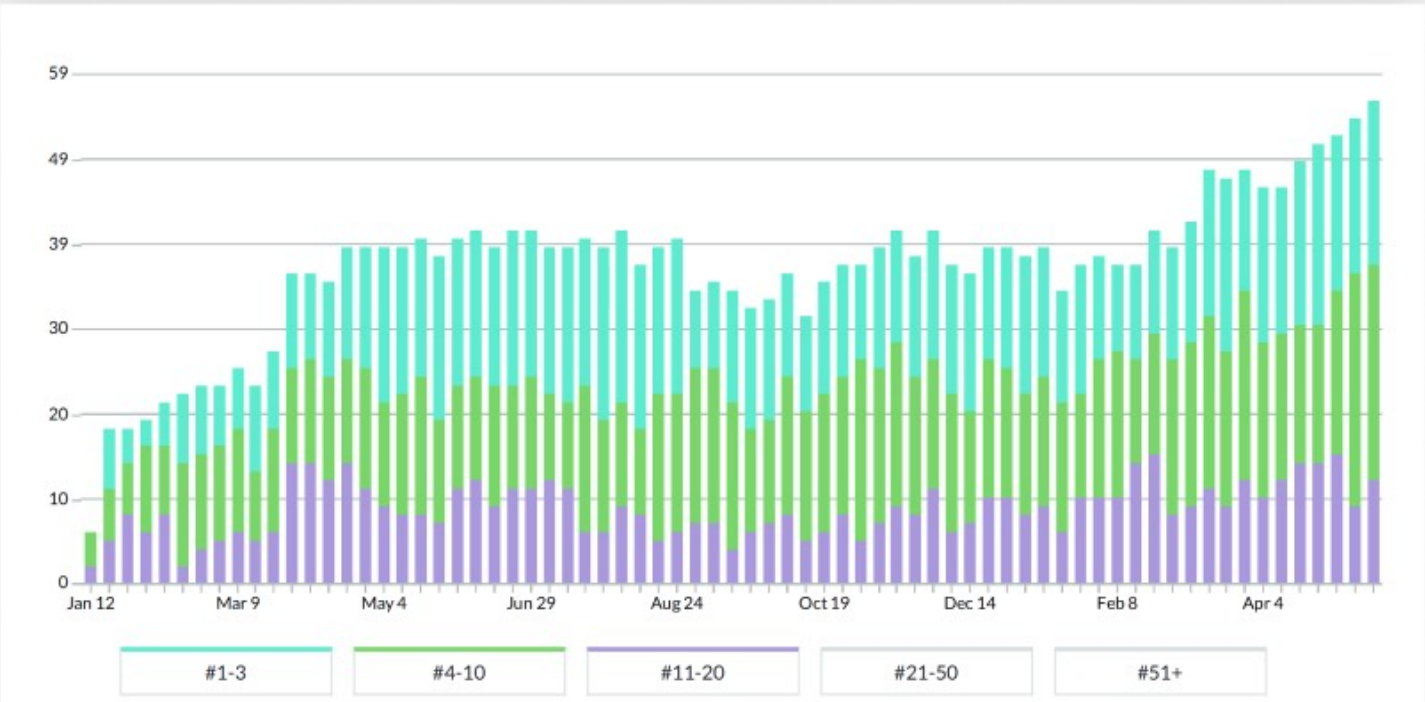
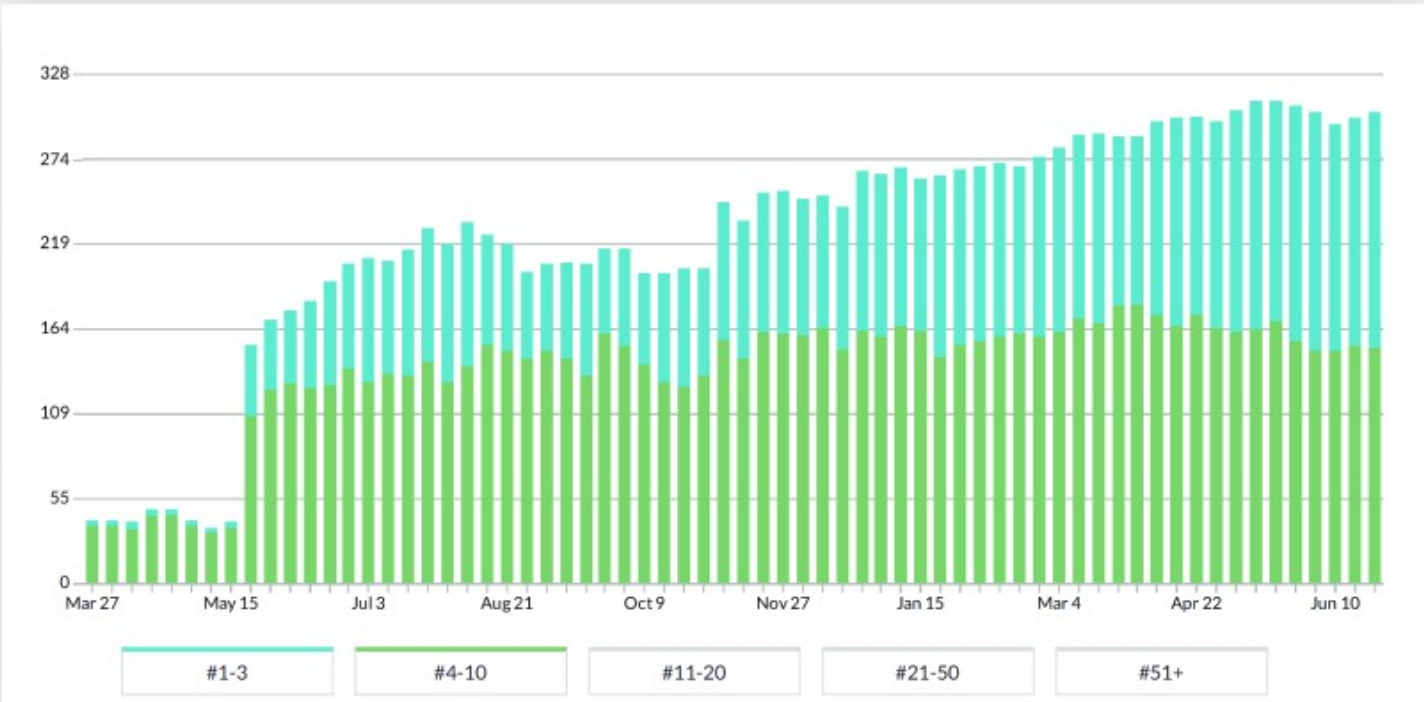
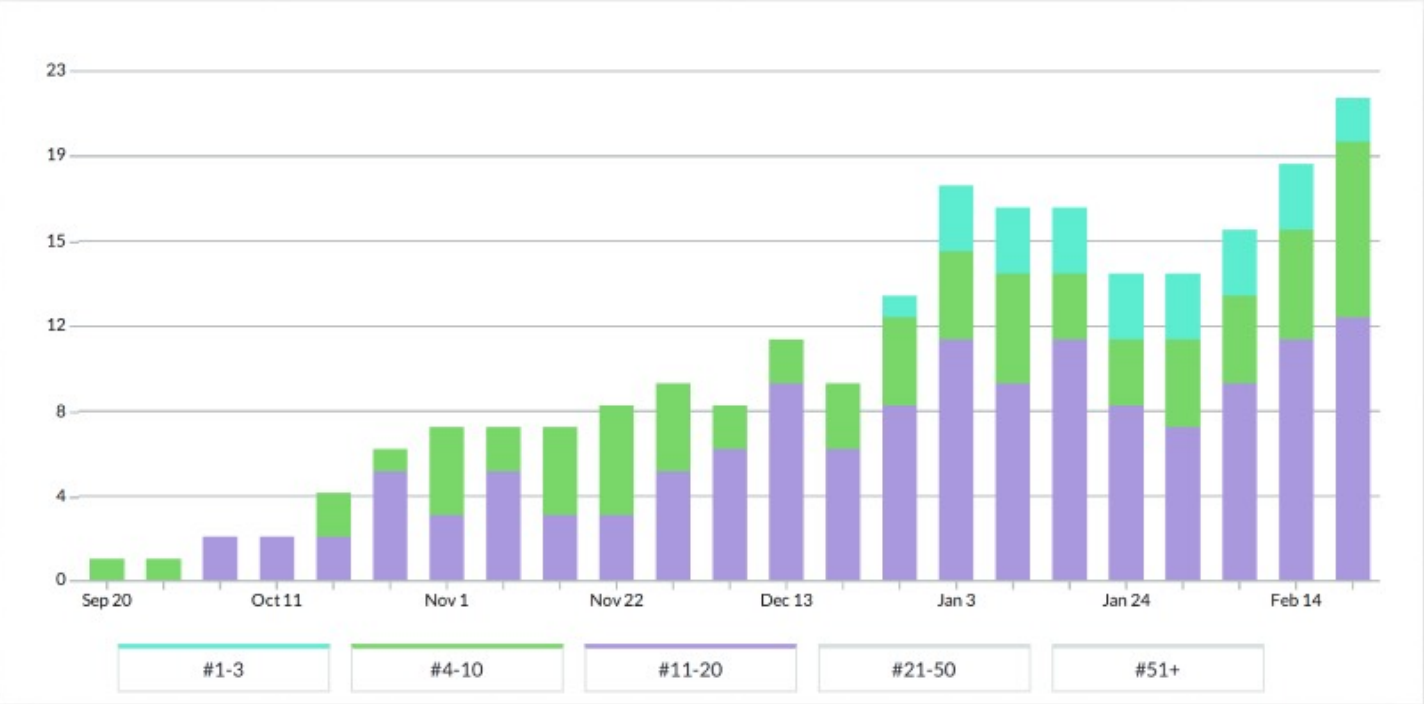
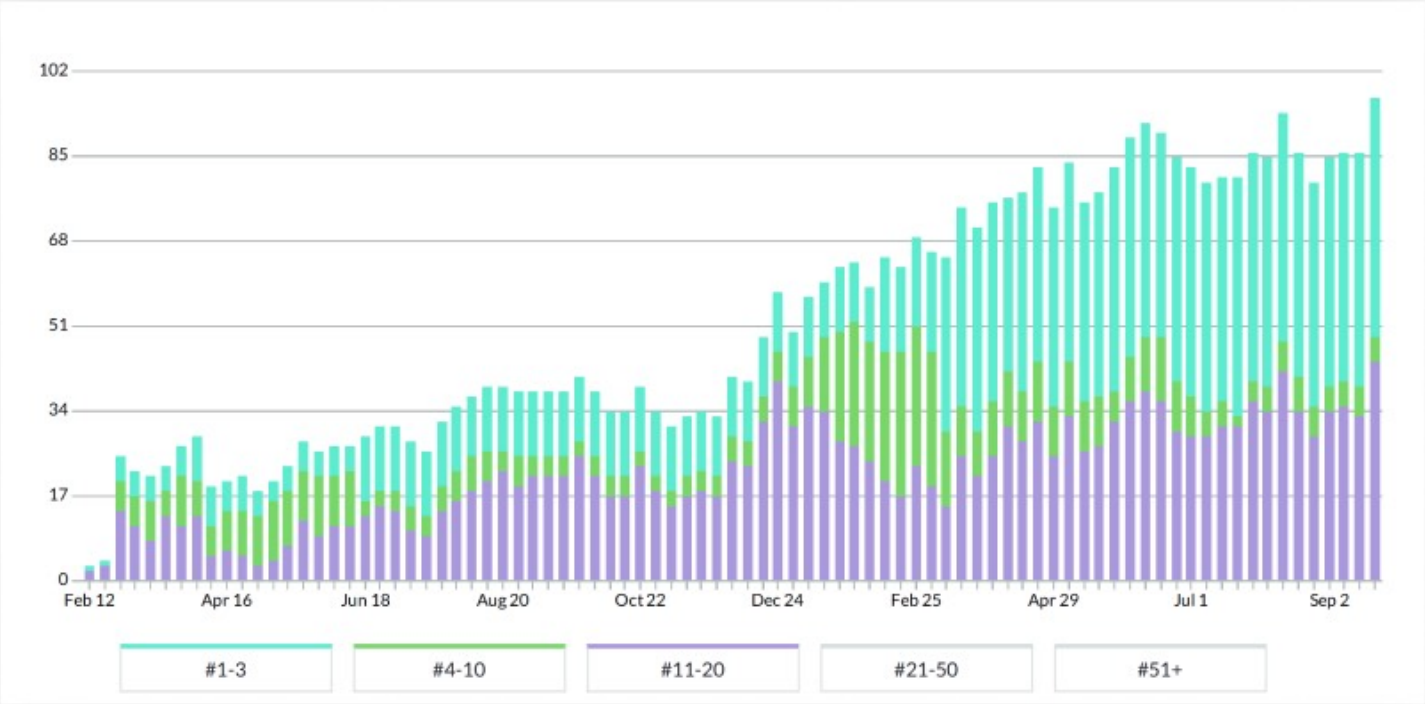
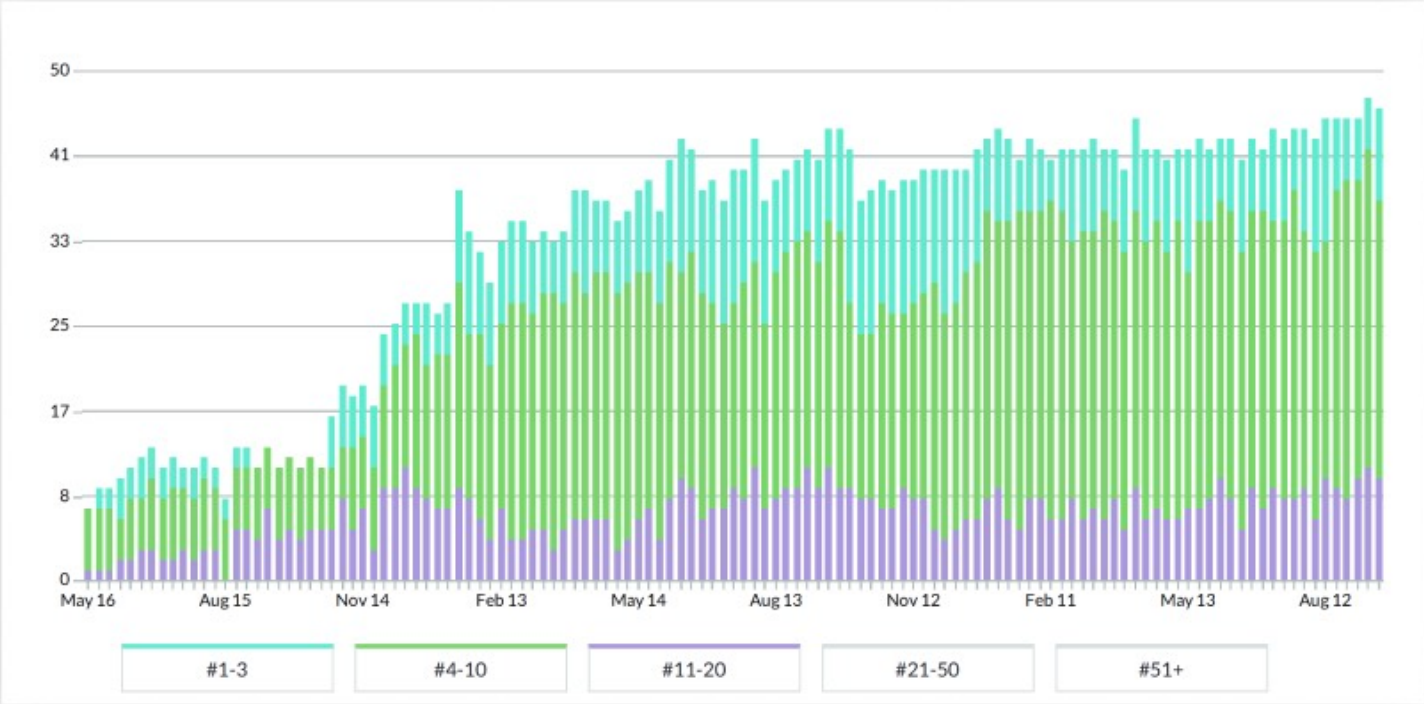
plugandplaydesign.co.uk/brighton-seo/



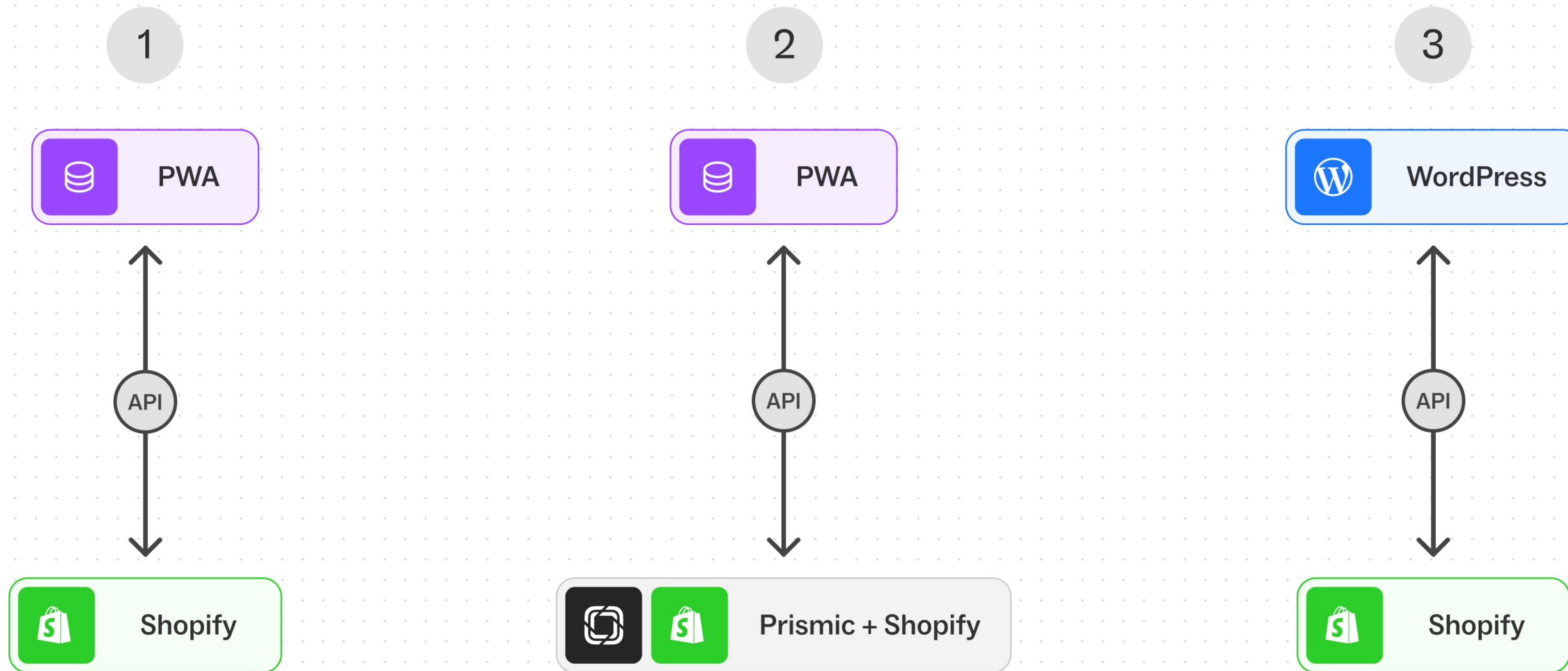
WORDPRESS

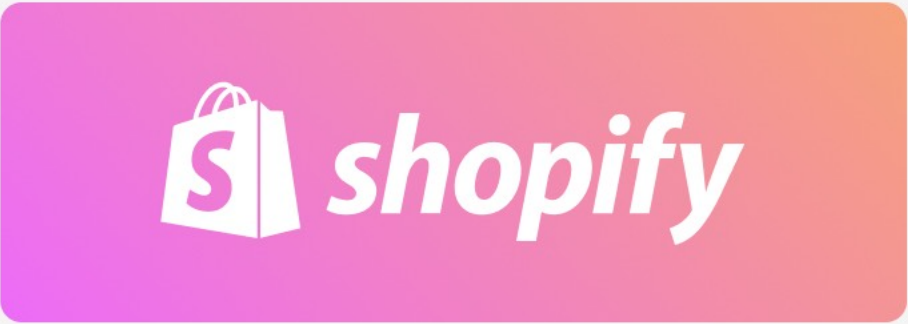


shopify










What is headless?












Advantages

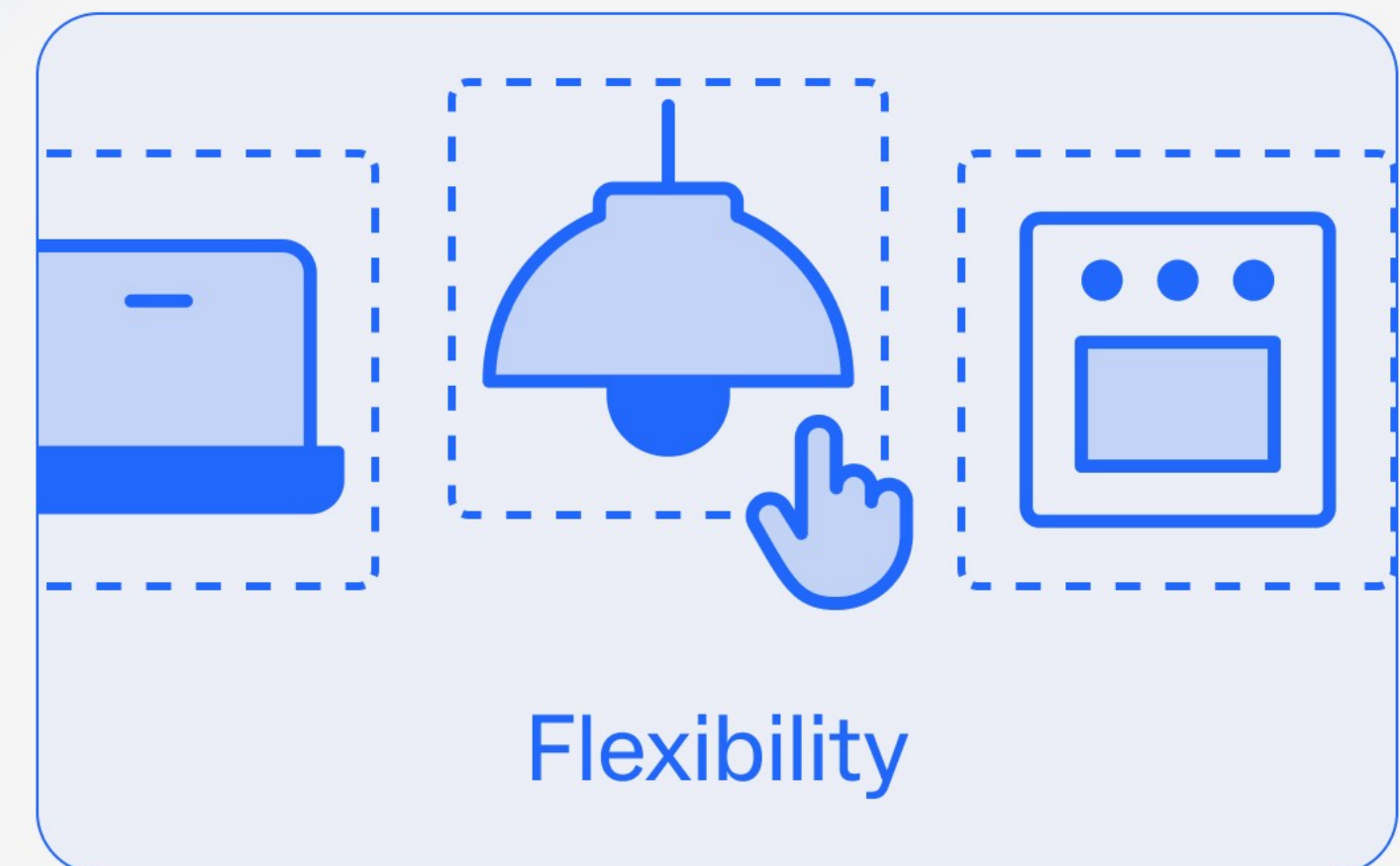
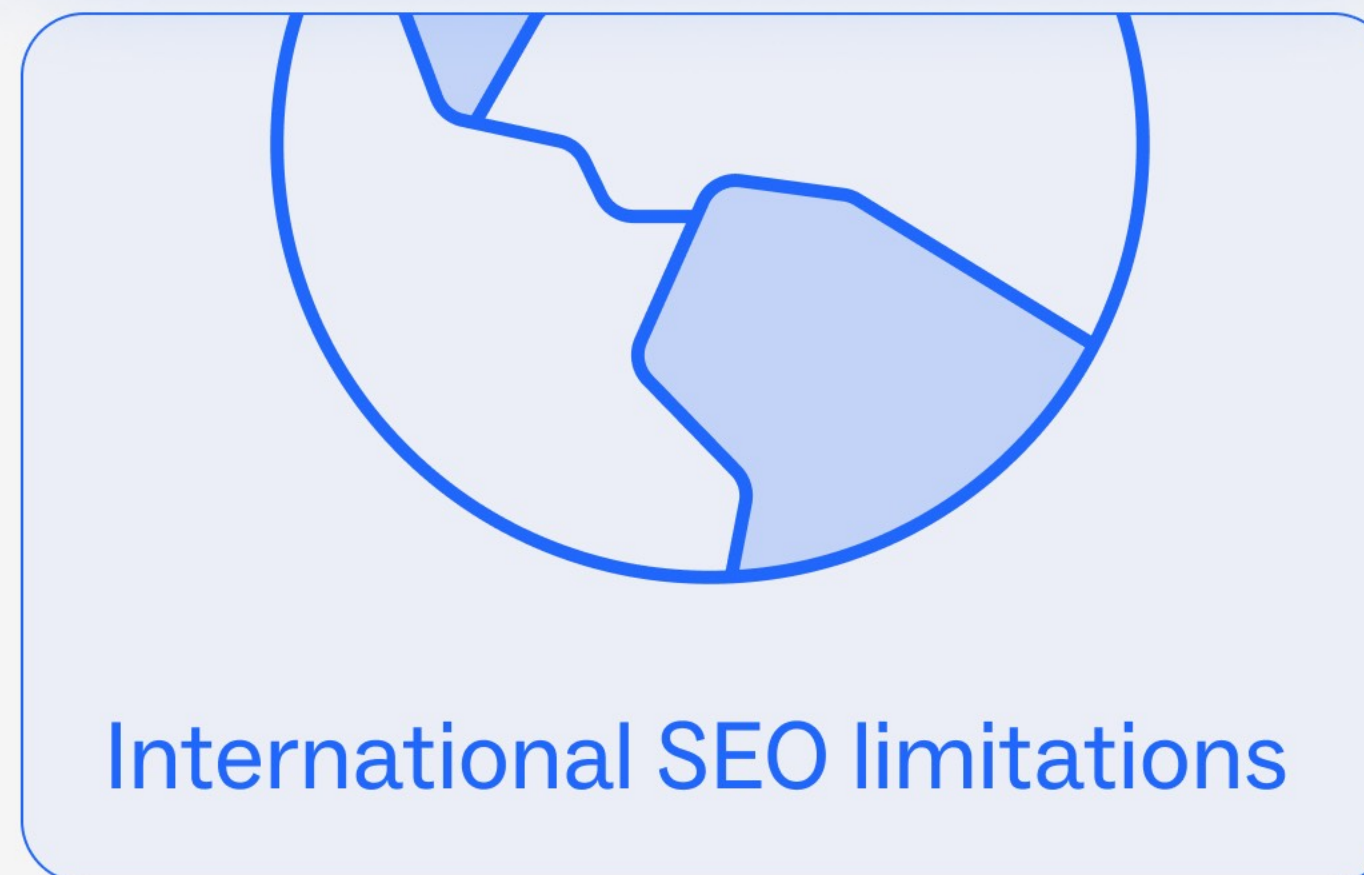
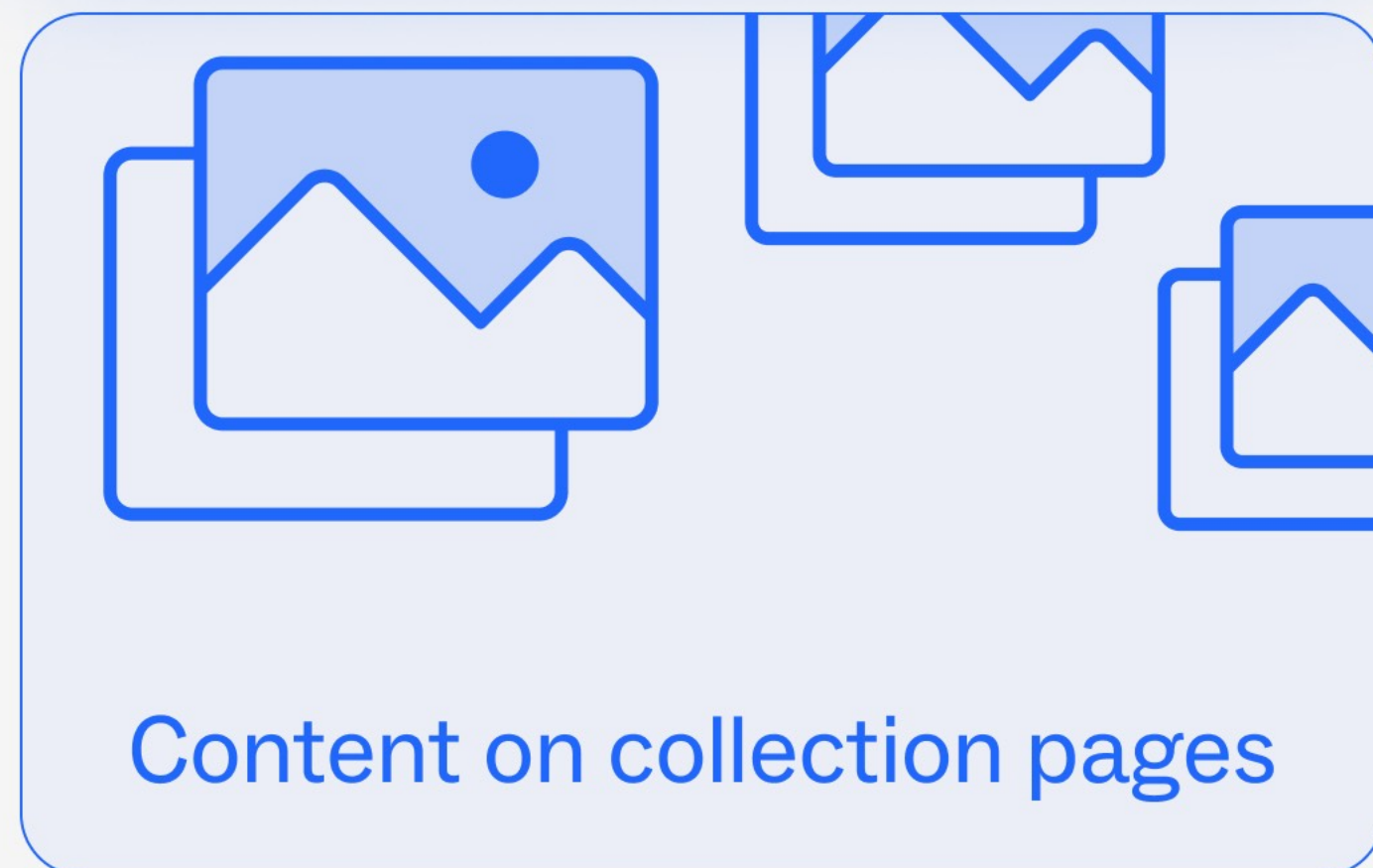
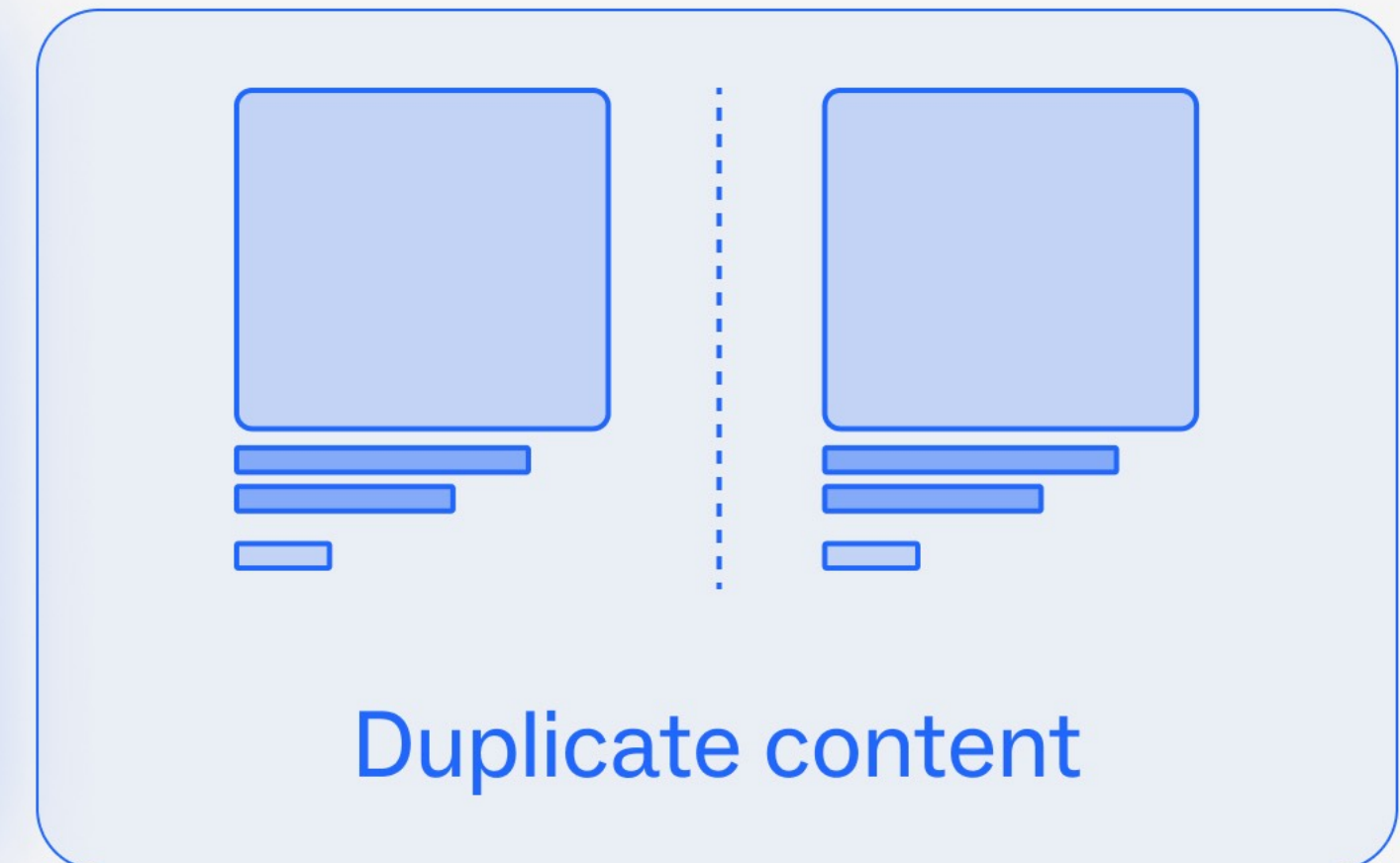
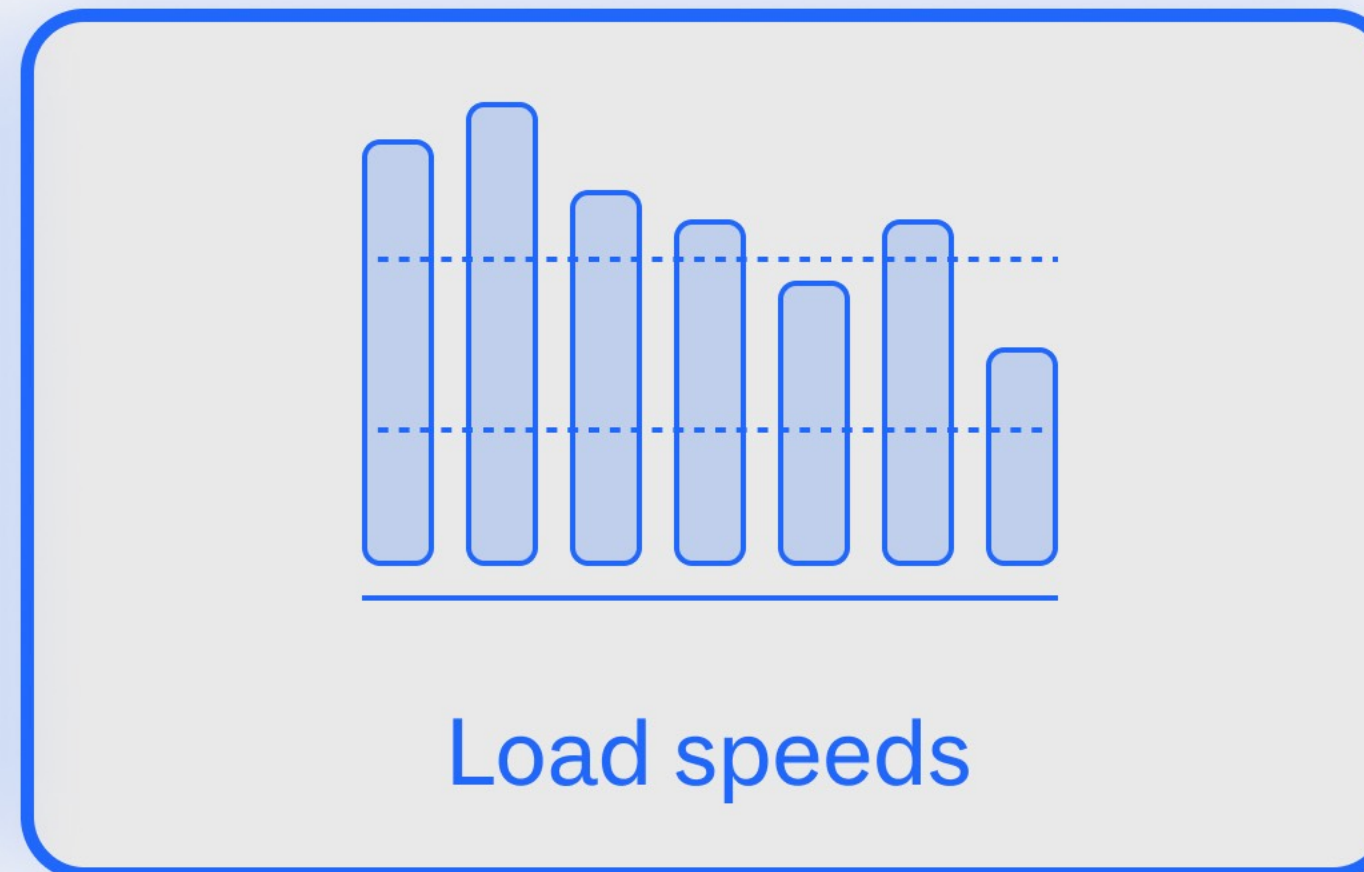
-  All in one managed platform
-  Content and product management
-  User interface
-  Enables marketing teams
-  Functionality
-  Regular updates
-  CRO checkout flow



Advantages

-  Enables marketing teams
-  Flexible content management
-  Wide ecosystem of support
-  SEO management
-  Customisation & scalability
-  Integrations
-  Cost/Value

What are the SEO limitations of Shopify?



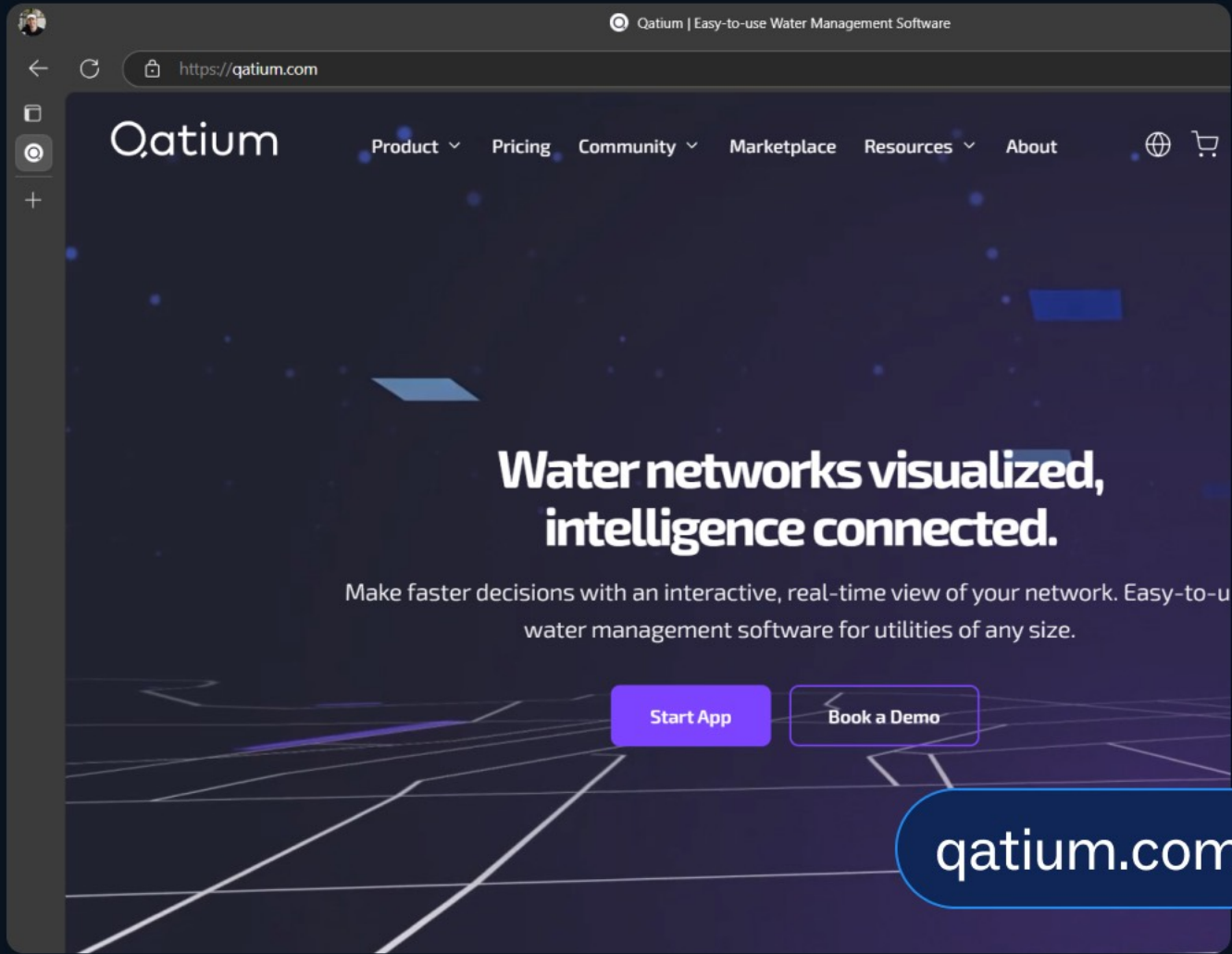
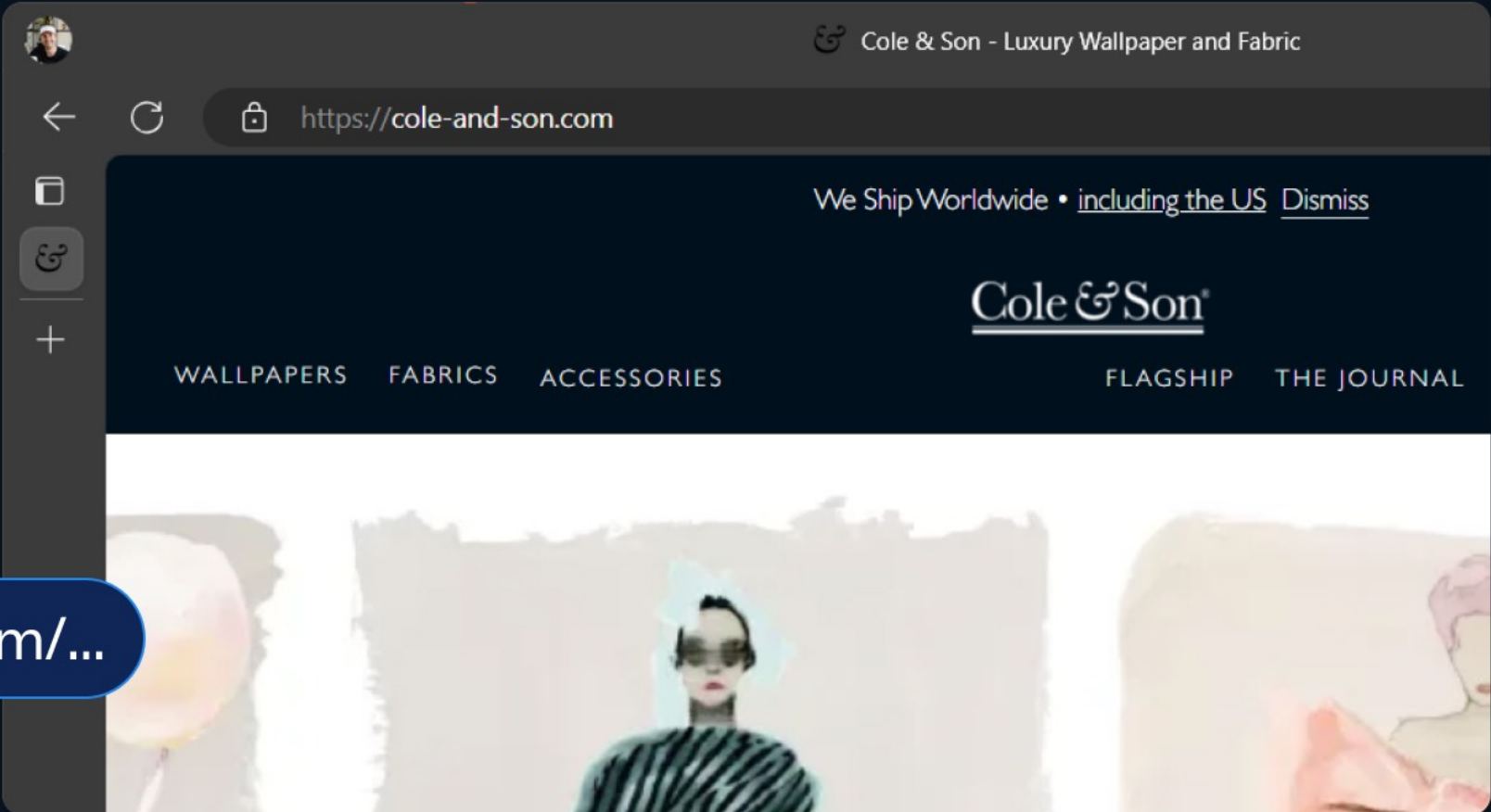
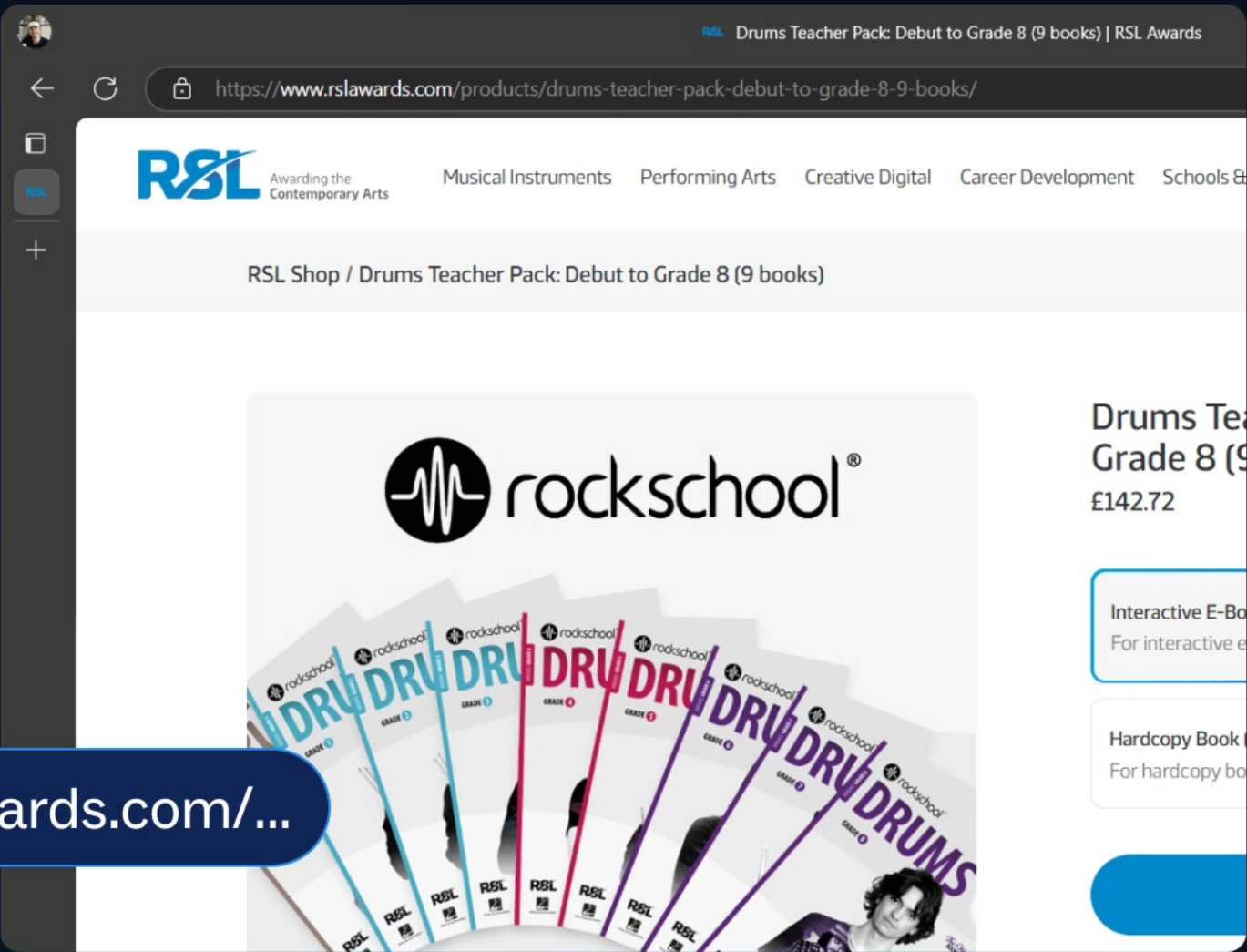
URL Management

Shopify with PWA: **Variable**

Shopify with PWA & Headless CMS: **Variable**

Shopify with Monolithic CMS: **Yes**

example.com/products/tent/



Duplicate content

Shopify with PWA: **Yes**

Shopify with PWA & Headless CMS: **Yes**

Shopify with Monolithic CMS: **Yes**

example.com/products/tent/



Adventure Tent

OUTDOORS / CAMPING / TENTS

★★★★★ · [7 reviews](#)

Add to Cart

In dui ipsum accumsan molestie vitae consequat lacus pulvinar tincidunt. Ut euismod in faucibus sit ac ut sapien. Diam amet libero proin posuere proin. Malesuada massa molestie ut et id massa faucibus et. Eu turpis fringilla leo quis a.

example.com/collections/outdoor/products/tent/



Adventure Tent

OUTDOORS / CAMPING / TENTS

★★★★★ · [7 reviews](#)

Add to Cart

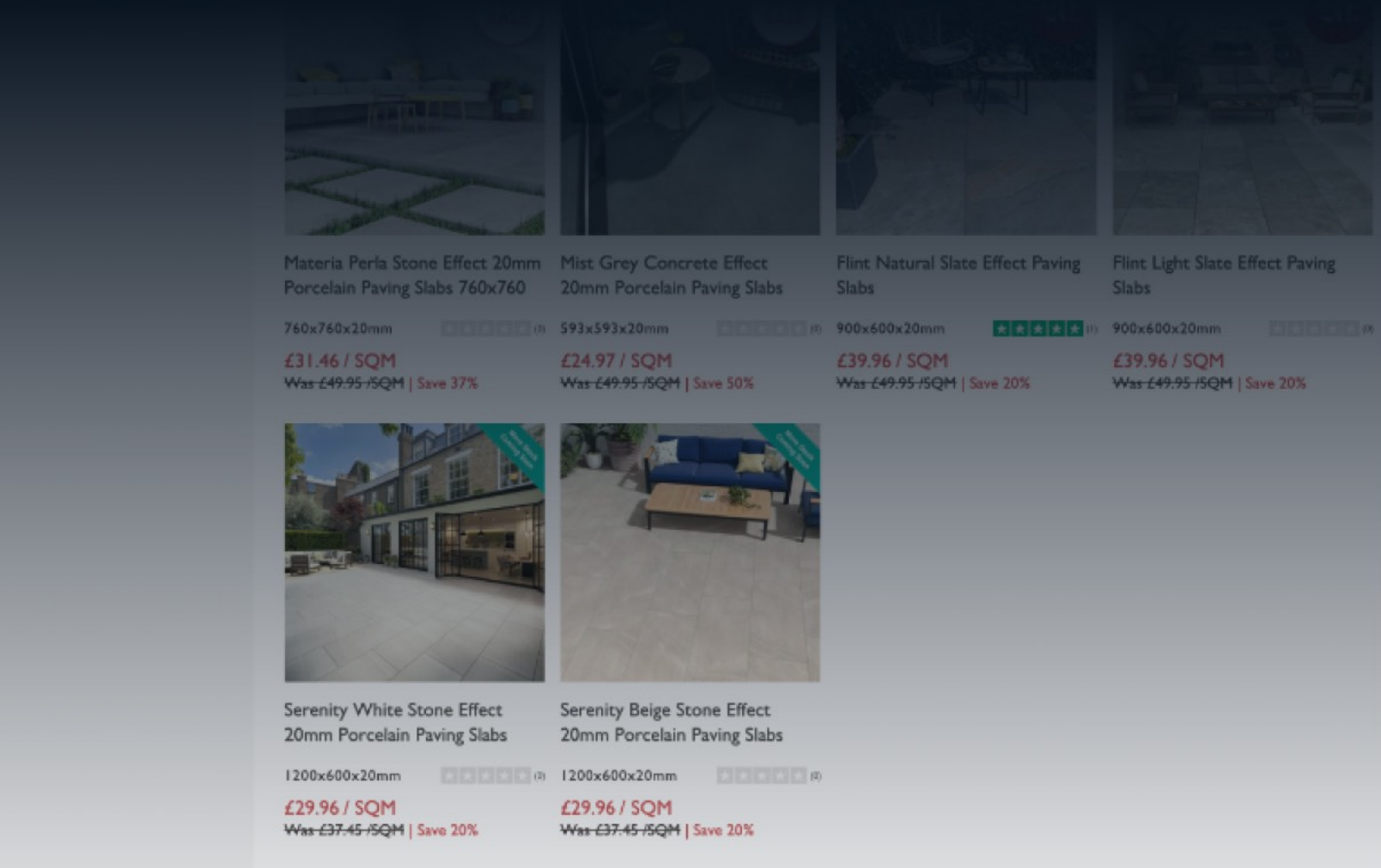
In dui ipsum accumsan molestie vitae consequat lacus pulvinar tincidunt. Ut euismod in faucibus sit ac ut sapien. Diam amet libero proin posuere proin. Malesuada massa molestie ut et id massa faucibus et. Eu turpis fringilla leo quis a.

Content on collection pages

Shopify with PWA: **Variable**

Shopify with PWA & Headless CMS: **Variable**

Shopify with Monolithic CMS: **Yes**



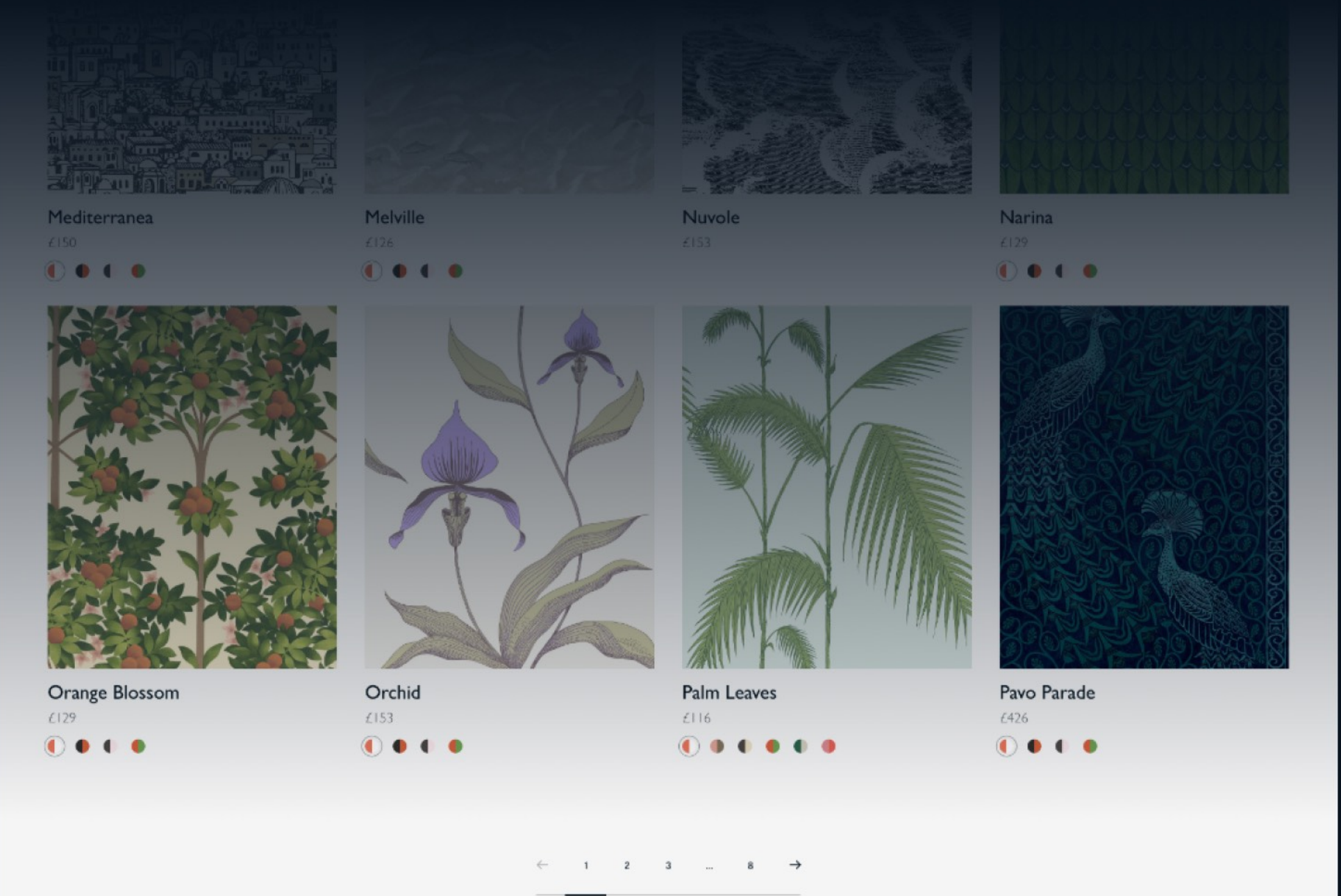
Elegant and timeless, our porcelain paving slabs combine stunning greys, soft creams, white swirls and more to create the ultimate look, wherever you install them! Start your journey with our select line of [Outdoor Tiles](#) and transform your garden into a space you can enjoy, regardless of the weather! If you're doing some DIY, add the perfect finishing touch to your tiling project with our collection of stylish high-quality [20mm trims](#).

Low maintenance paving slabs

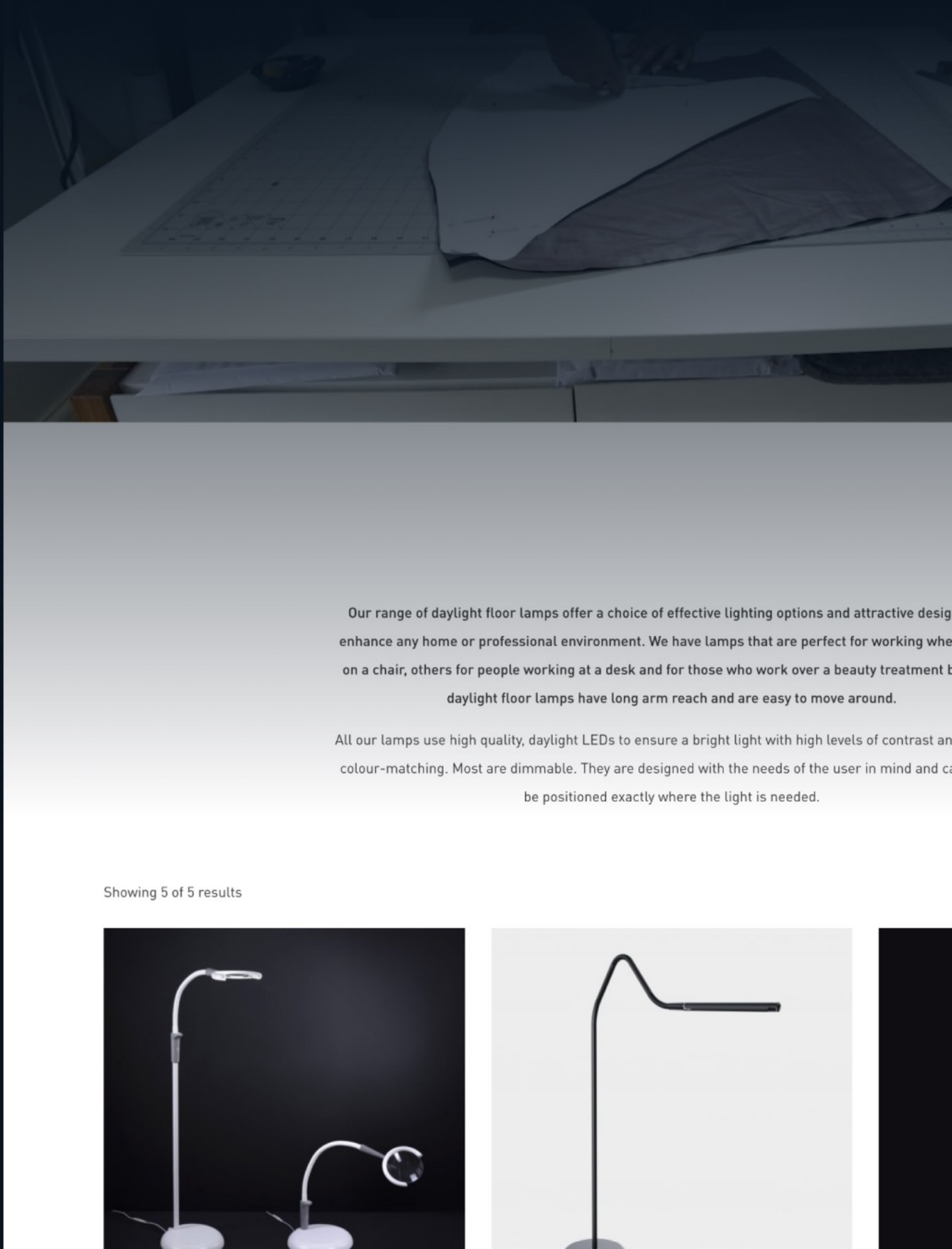
Porcelain pavers are an attractive alternative to natural stone slabs, while also being practical and affordable! Resistant to mould, moss, and algae, the pavers are practically maintenance-free, and they're easy to clean all year round. The [Anti-Slip](#) properties of the porcelain slabs make them an ideal choice for outdoor use, so why not browse our assortment of outdoor porcelain tiles and find the next refreshing element of your garden?

The possibilities are endless

With so many options to choose from, running out of inspiration for your next dream project is impossible! Our collection of [Wood Effect Outdoor Tiles](#) looks every bit as real as natural wood, but you'll never have to worry about time-consuming wood treatment. While our range of [Stone Effect Tiles](#) is suitable for both indoors and outdoors; not only are they extremely fashionable, but they are also more affordable



Our patterned wallpapers draw inspiration from the natural environment to create beautiful and peaceful home environments.



Load speeds

Shopify with PWA: **Yes**

Shopify with PWA & Headless CMS: **Yes**

Shopify with Monolithic CMS: **Yes**



International

Shopify with PWA: **Yes**

Shopify with PWA & Headless CMS: **Yes**

Shopify with Monolithic CMS: **Yes**

 United Kingdom

Looks like you're on the UK site.

Choose another location to see content specific to your location

 Athens

 New York

 Dubai

 Hamburg

 London

 Oslo

Continue on UK site

Switch to US site



United Kingdom



United Kingdom



Continue




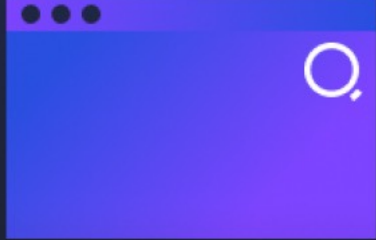
United Kingdom


Headless Shopify

Advantages



-  Design & development flexibility
-  Security
-  Integrations
-  Omni-channel
-  Personalisation
-  Selling by units of measure vs stock keeping units
-  Multiple Shopify instances
-  Unified experiences with non-eCommerce website functions

Category




**Plugin Name**
£19.99

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea co...

 Version 1.3  Last updated: March 2024

Success! Item added to cart



Plugin Name
£19.99
Tax and fees added at checkout

Checkout


View Cart

Continue Shopping

 **WORDPRESS** **shopify**

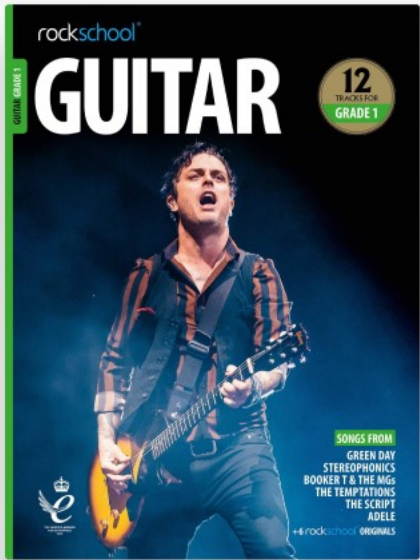
Add to Cart



 Awarding the Contemporary Arts

Musical Instruments Performing Arts Creative Digital Arts

RSL Shop / Electric Guitar (Grade 1)



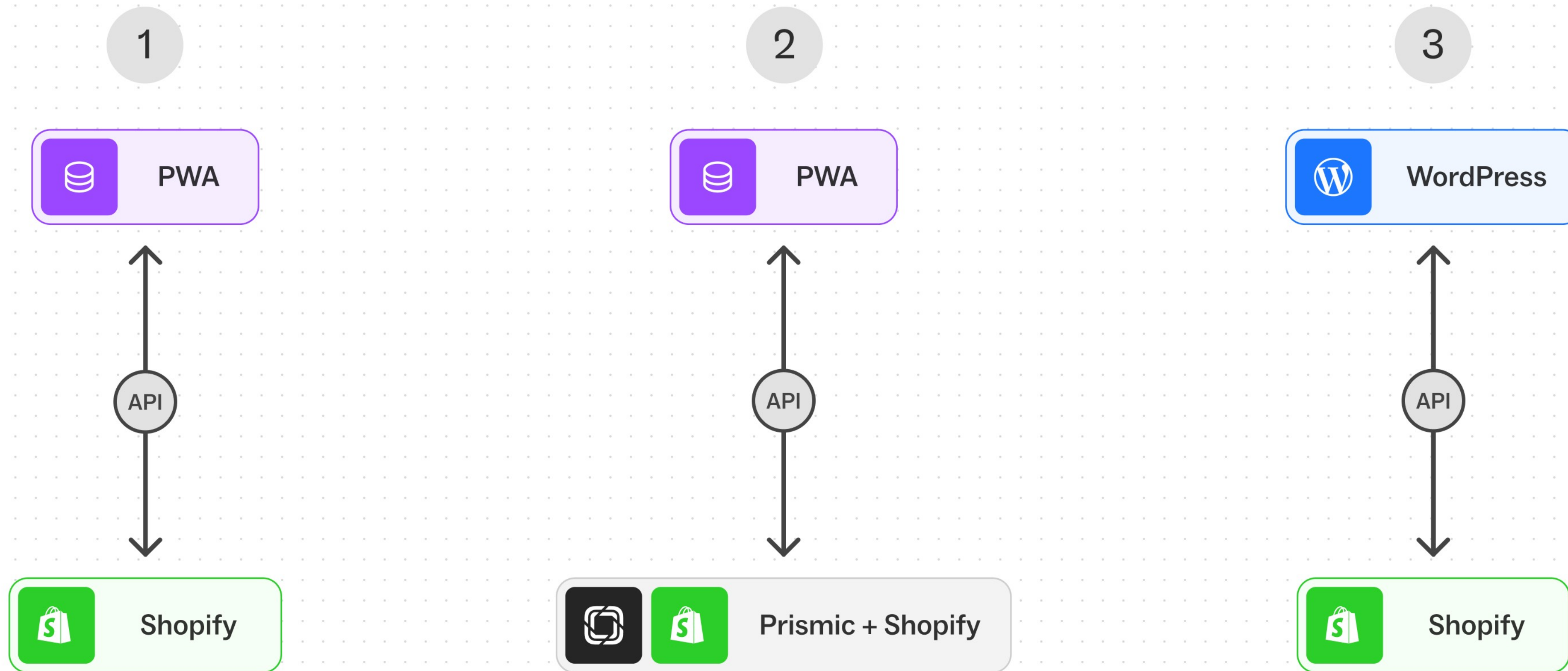
Hardcopy (UK Only)
UK Only Edition

£19.99

Digital Version & Replay

£17.99



What is headless?



Comparing site architecture

	Shopify with PWA	Shopify with PWA & Headless CMS	Shopify with Monolithic CMS
Fast	✓	✓	✓
Secure	✓	✓	✓
Seamless integrations	✓	✓	✓
Front-end content management	Variable	Variable	✓
Reliance on developers	Variable	Variable	Variable
Manage URLs to root	Variable	Variable	✓
Collection page content	Variable	Variable	✓
Duplicate content management	✓	✓	✓
International SEO	✓	✓	✓

Comparing CMS

	 WORDPRESS	 prismic	KONTENT.AI
Technical SEO considerations	5	5	3
Non-developer friendliness & customisation	5	3	4
Wider platform adoption	5	2	2
Tagging and categorisation of content	5	5	3
International setup	3	4	3
Devops and technical flexibility	5	2	4
Third party integration potential	5	3	2
Content management & migration capabilities	4	4	3
Asset library capability	5	5	5
Scalability	5	3	4
Cybersecurity	3	4	4
General site speed features	3	5	4
Template/Layout management	5	3	4
Cost/Value	5	1	2
Total (of 70)	68	50	49

Cole & Son

PROJECT DETAILS

Products: [Wallpaper & Fabrics](#)

Style: [Luxury & Editorial](#)

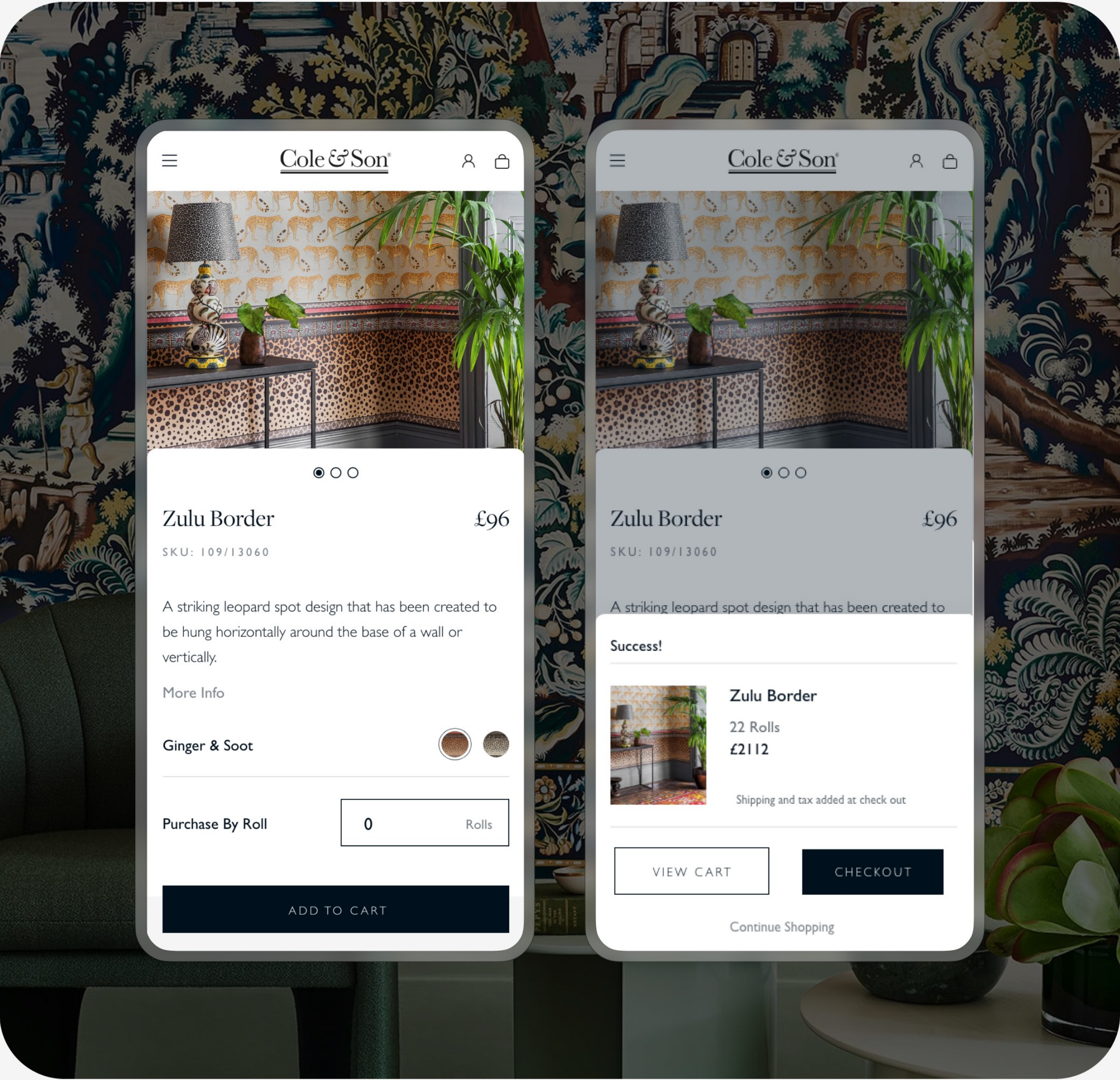
Solution: [Shopify & WordPress](#)



Cole & Son

Objectives

- ✓ Empower their ambitious marketing team.
- ✓ Gain a competitive edge over their more-established distributors. Cole & Son were operating in a competitive landscape where they competed with their own distributors for sales.
- ✓ Establish a digital presence outside the UK and a website that would support the expansion.
- ✓ Secure total control over their design and brand.
- ✓ Include custom functionality to assist sales. Eg. In-page Wallpaper calculator.
- ✓ Develop a secure and scalable solution.



SEO Results

2081%

Increase in UK
search engine visibility

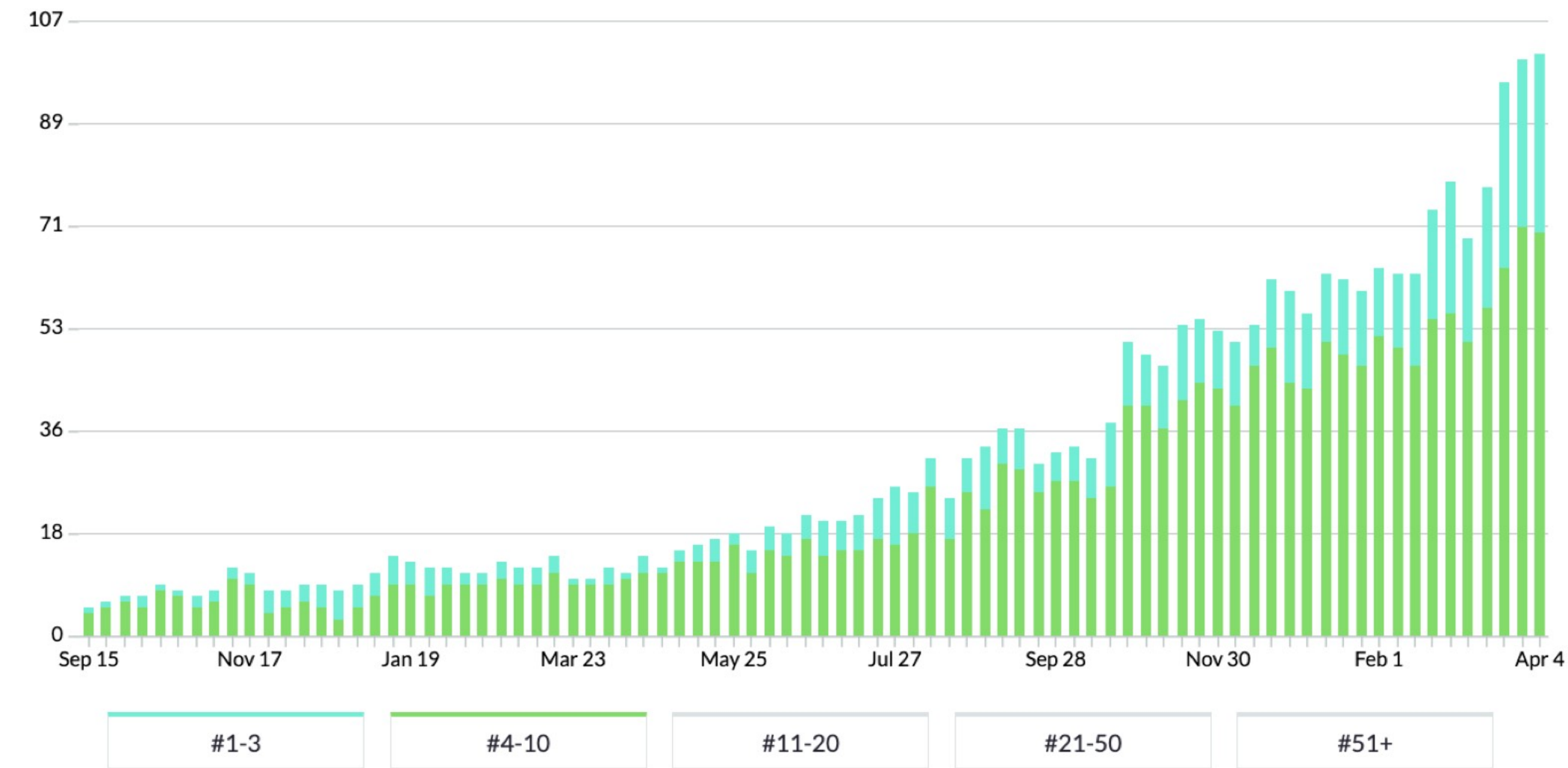


1208%

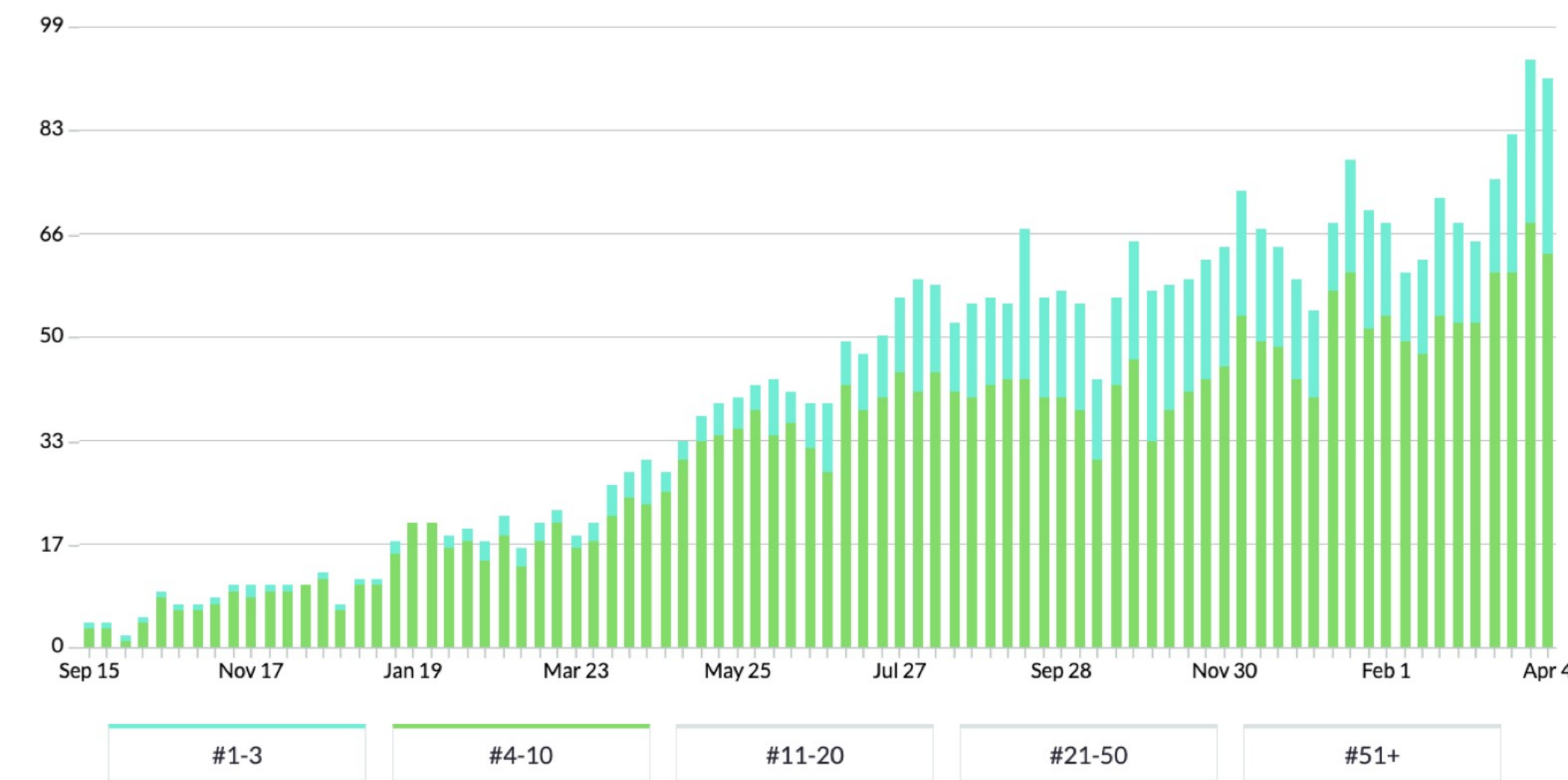
Increase in New Zealand
search engine visibility



UK Keyword Results Chart



New Zealand Keyword Results Chart



Outcomes



Similar results across
6 other territories

101%

increase in revenue

193%

increase in average
order value



Best International
Campaign winner

Plug & Play

Websites
eCommerce
Marketing
Mobile Apps
Transformation

Access our free
resources & talks



plugandplaydesign.co.uk
[linkedin.com/in/richmanpeter](https://www.linkedin.com/in/richmanpeter)
[#brightonseo](https://twitter.com/brightonseo)