Publication Standards

Shopify's Web Design and Development Blog

Shopify's [Web Design and Development Blog](#) provides technical tutorials, design inspiration, development tips, and business insights for Shopify Partners, Shopify Developers, and anyone working as a freelancer or agency in the web design or development space. It was launched with the goal of helping web designers and front-end developers grow their businesses, and find inspiration.

We publish three long-form articles per week, which are authored by Shopify staff, Shopify Partners and Developers, industry experts, freelance writers, or anyone working in the web design and development space.

Publication standards

In order for an article to be considered for publication on Shopify's Web Design and Development Blog, it must meet the following standards:

- All content must address and apply to Shopify Partners, Shopify Developers, web designers, and/or developers directly. While some topics published on our blog may overlap with the [Shopify Blog](#), all articles published on Shopify's Web Design and Development Blog must be written with the goal of helping ecommerce professionals grow their business or inspire their work.
- The article cannot be an advertisement for a service, brand, or product, nor can it be self-servingly promotional. Articles should attempt to present a balanced, well-rounded, and unbiased appraisal of a particular topic or technique.
- The author or organization writing the article cannot accept payment to mention any clients or products that they have a stake in. Any relationships or paid connections between the author and any person, business, organization, or other entity mentioned in the article needs to be identified and explained (this includes mentions of clients or products that the author has worked with or is currently working with). Any violation of this disclosure will result in all the author/organization's pieces being pulled.
- The article must be technically specific, highly detailed, and provide lasting value to our primary audience. A great piece of content offers actionable advice, step-by-step instructions, checklists, or code snippets.
- The article must be well-researched and fully supported. A great article features numerous case studies or examples; numbers, metrics, and other statistical measurements of success; and links to reputable sources.
- Content must be timely or address current industry trends.
- The author must have the rights to publish any images included in their article.

- The author must have the authority to share any information about companies referenced in their article.
- "Follow" links are not permitted. We will link to the author's business only if/when it is appropriate. It is the editor's discretion to remove or modify any mention of the author's business or organization. Authors are welcome to include links to their business in their author bio.

Guidelines and suggestions

A few particular notes on what we look for in articles.

- Please work in Google Docs.
- Articles can range from 1,000 to 3,000 words in length.
- Articles should include as many photos, graphics, and screenshots as possible to help illustrate the main points and make the article more visually appealing.
- Hyperlinks should be descriptive. **Do this:** "We are using control flow tags to set up two conditions that when true, will execute the code below it." **Not this:** "Here is a link to learn more about control flow tags."
- Your tone should be professional and educational, but relaxed. Feel free to show some personality, or share any funny anecdotes or personal stories.

Spelling and grammar

We use American spelling, the Oxford comma, camel case for titles, and sentence case for headings.

Quotes

You **should** use quotes:

- When a subject is explaining how they feel or how they experienced a situation
- When your subject explains a concept or fact better than you can
- When your subject provides colorful language/example to explain/state something in a unique way

You **shouldn't** use quotes:

- To repeat what is already stated in the text
- To explain facts that can easily be paraphrased

Quoting punctuation

"Punctuation is tough," Sally said. "Especially with quotes!"

- Use double quotation marks to signal a direct quote
- Periods and commas always go inside the quotation marks
- Use single quotation marks for quotations within quotations
- He said/she said clause should be present tense
- When possible, avoid introducing quotations mid-sentence. For example:
  - Avoid: Charlie thought the merchant "would be pleased with the redesign."
  - Instead: Charlie was taken off guard by the merchant's reaction. "I was completely stunned. I thought they would be pleased with the redesign."

Visuals

You should submit your article complete with visuals. Visuals must be formatted to the following dimensions:

- Hero (banner) image: 1215 px wide by 510 px high.
- In-text images: 770 px wide and of uniform height.
- In-text images with text: 770 px wide and of uniform height.
- Gifs: 770 pix wide. Maximum file size 7MB.

Code

If you are including code snippets, please follow these guidelines:

- Use `backticks` to indicate inline code
- Use three backticks to indicate code blocks:
  ```
  <html>
    Code goes here
  </html>
  ```
- For any code blocks more than 6 lines long, please create a Gist that can then be embedded into the blog post.

Submitting your article

When you are ready to submit your article, share your Google Doc with your Shopify editor, and be sure to give them full editing access by selecting, "Can edit."

Include the following information at the bottom of your document:

- The author's email address, enabled with a gravatar image
- The author's twitter handle
- A short biography of the author (2-3 sentences in length)

Or, simply fill out the information required in the template the editor shared with you, and email the editor to inform them you are finished your draft.

Once you have submitted your article, we will edit your draft and send you feedback or suggestions. Our expectation is that you consider our recommendations seriously and try to incorporate them into the final version of the post.

Most articles go through at least one or two rounds of revisions before they are deemed suitable for publication.

We hold the right to refuse any article—at any time—that does not meet the publications standards outlined at the beginning of this document.

Publishing

Our editorial calendar is slotted well in advance, so it's possible that there may be a few weeks lead time before your article is published. If your submission is time sensitive, please let us know. We will do everything we can to accommodate.

Thank you for your submission! Please reach out with any questions or issues.