

# Publication Standards

## Shopify Web Design and Development Blog

### About our blog

The Shopify [Web Design and Development Blog](#) (also known as the Shopify Partner blog) provides design inspiration, development tips, skill-building tutorials, and business insights for 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 four to five long-form articles per week, which are authored by Shopify staff, Shopify Partners, 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 the Shopify Web Design and Development Blog, it must meet the following standards:

- ❑ All content must address and apply to web designers and developers directly. While some topics published on our blog may overlap with the [Shopify Ecommerce Blog](#), all articles published on the Shopify Web Design and Development Blog must be written with the goal of helping web designers or developers 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.

## Guidelines and suggestions

- Articles can range from 1000 to 3000 words in length.
- Articles should include as many photos, graphics, and screenshots as possible to help illustrate main points and make the article more visually appealing.
- Hyperlinks should be descriptive. **Do this:** “A great way to speed up your theme development is by using [Shopify’s open source theme framework, Timber](#).” **Not this:** “Here is a [link](#) to a blog post about Shopify’s open source theme framework, Timber.”
- Your tone should be light and casual and reflect your personality. Feel free to share any funny anecdotes or personal stories.

## A note on 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

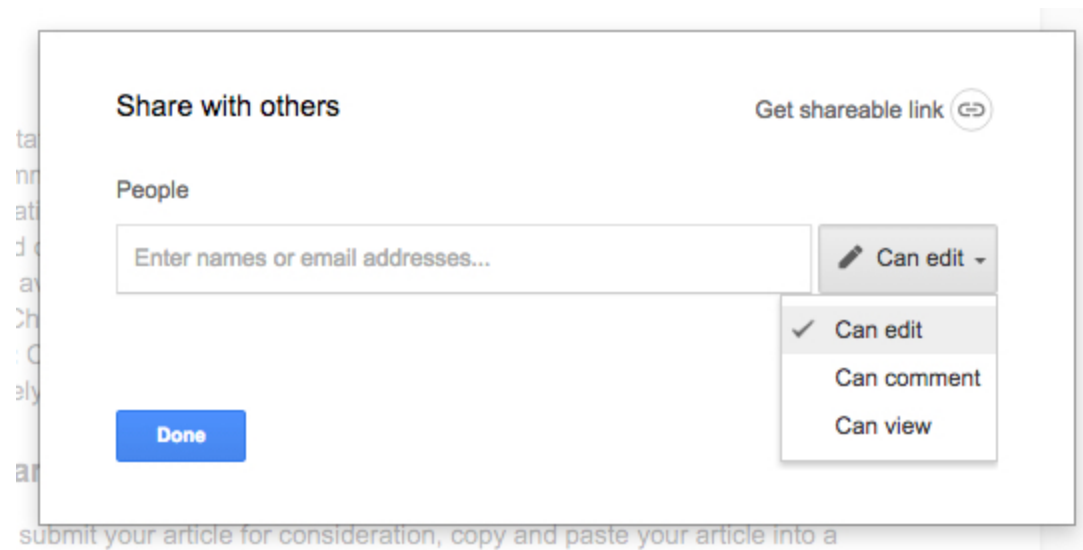
“I didn’t know about the Web Design and Development Blog until recently,” Charlie explained.  
“It’s completely changed my life for the better!”

## General rules:

- 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 past 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.”

## Submitting your article

When you are ready to submit your article for consideration, copy and paste it into a [Google Document](#). Share the document with your Shopify contact, 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)

If your article includes any images, please upload them to the document, formatted with the following dimensions:

- Hero (banner) image: 1215 px. wide by 510 px high
- In-text images: 1215 px wide and of uniform height
- In-text images with text: 1450 px wide and of uniform height

- Gifs: 1215 pix wide. Maximum file size 7MB.

Once you have submitted your article, we will review 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.

## **Rights**

Please ensure you have the rights to publish any images you include in your article. You must also have the authority to share any information about companies referenced in your post.

## **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.

We do not allow “follow” links, but we will backlink to your website or blog where possible.

**Thank you for your submission! We are very excited to work with you.  
Please reach out with any questions or issues.**