

Technical sheet e-commerce development in Shopify

- **Price: starting at \$1,000 USD**
- Delivery time: starting **6+ weeks.**
- Additional costs:
 - Cost of the Shopify platform: \$29 USD + 2% for each transaction or \$79 USD / Month + 1% for each transaction. Other higher plans available.
 - Template on which the store is designed:(between \$100 and \$200 USD).
<https://themes.shopify.com/>
 - Payment gateway cost.
 - Domain purchase
 - **Monthly administration from \$ 350 USD + VAT includes:**
 - i. Adjustment of up to X products, creation, adjustment, and inclusion of categories.
 - ii. Inventory update
 - iii. X banner changes
 - iv. X ad bar changes
 - v. X discount actions or promotions
 - vi. X sending email (mail delivery platform has an additional cost. These prices increase depending on the number of contacts)
 - Omnisend from \$ 16 USD per month to 15,000 contacts.
 - Any additional structural changes that are required once the Shopify is delivered will have an additional cost.
- **Includes:**
 1. Creation of shopify with a fully responsive design for mobile, desktop and tablet, which means that your customers will have a consistent experience regardless of the device from which they visit the store.
 2. Edition of graphic materials: they give us the base material (photographs and videos) and we make the editions for the design of the website.
 3. Defining the navigation tree (UX / UI user experience)
 4. SEO optimization for search engines for both pages and products.
 5. Upload of x products with description, variants, images, organized by category, type, season, promotion and more.
 6. Product Reviews (Optional) Customers can leave comments on products.
 7. Unlimited bandwidth, number of website visitors.

8. SSL Certificate: Each Shopify store includes a free 256-bit SSL certificate. All pages, content, credit card information and transactions are protected by the same security system used by banks.
9. Level 1 Compliance with PCI Standards: Shopify is certified as Level 1 Compliance with PCI standards, so you don't have to worry about the security of your customers' credit card data.
10. Dashboard: Your store's dashboard in Shopify will help you get an overview of your sales, orders, and traffic, and help you make the right decisions for your business.
11. Discount codes and coupons
12. Gift cards
13. Mail installation
14. Programming of prices of national shipments and taxes. (You have to coordinate with the logistics platform)
15. Integration with payment gateway (PayULatam, PayPal, there are more than 100 options available) we recommend PayULatam.
16. Installing pop ups to subscribe for email marketing
17. Integration with WhatsApp
18. Pixel installation (Google analytics and Facebook pixel)
19. Social media integration
20. Email Automation 2. Recover lost sales by automatically emailing potential customers with a link to their abandoned shopping carts, encouraging us to complete their purchase.
21. It has a mobile application for remote monitoring.
22. X hours of shopify training.