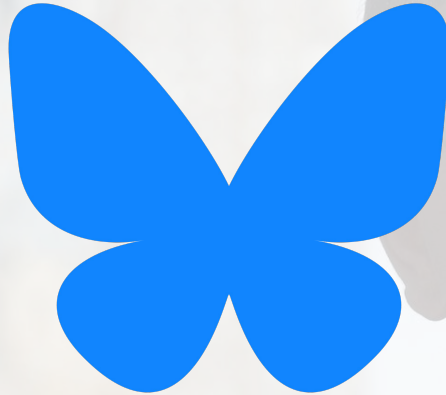


# From Woo Plugins to Shopify Apps Dev: Is it Worth it?



I'm not a first adopter – I tend to be skeptical by default



My Shopify experience:





Simple question: as a Woo dev, should I  
look into Shopify Apps?

# The Why

- **The Trend is Real**

- At least 2 Woo companies I know have already launched Shopify apps
- More WP developers are exploring the platform — it's not just hype

- **Recurring Revenue Made Simple**

- Developers don't need to handle individual merchant payments
- Developers are paid via PayPal twice a month

- **Lower Support Overhead**

- Standardized APIs → fewer app-specific issues
- Less time debugging server environments and plugin conflicts
- Focus on your app features, not client-specific WordPress issues

# The Why /2

- **Market Potential**

- Shopify App Store is growing rapidly; high demand for useful apps
- Shopify merchants are used to buying apps and paying subscriptions
- Larger ecosystem momentum than WooCommerce for certain niches

- **Scalability & Predictability**

- API-first architecture allows apps to scale easily
- Easier to grow your user base without hosting headaches
- Revenue scales with users, not with custom support hours

- **Future-Proof Your Skills**

- Adds modern frameworks (Node.js, React, GraphQL) to your skillset
- Positions you for consulting and products outside WordPress
- Diversifying income streams reduces business risk

# Barn2 #ShopifyDiary



**Katie Keith** ✓  
@KatieKeithBarn2



**#ShopifyDiary 196:** Our Barn2 Wholesale & B2B app is coming along nicely, though there's still a long way to go. We're still on Deliverable 1 - wholesale user roles (we're calling them "roles" even though they're Shopify customer tags under the hood, as that's what our WooCommerce experience tells us merchants expect).



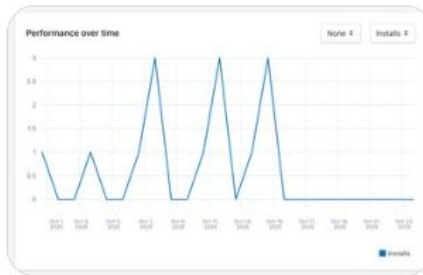
2:01 PM · Oct 16, 2025 · 628 Views



**Katie Keith** ✓  
@KatieKeithBarn2



**#ShopifyDiary 205:** After getting 1-2 installs per day from our App Store ads, for some reason we've had none in the past week - and very few clicks either. I'm still figuring out how it works, but that seems strange. The main thing I can control is to increase the bids.



2:03 PM · Oct 25, 2025 · 1,027 Views

Views



**Katie Keith** ✓  
@KatieKeithBarn2 · Oct 14



**#ShopifyDiary 194:** According to @rankbase\_io, lots of people are installing Barn2 Bundles & Bulk Discounts after searching the App Store for variants (or misspellings) of Barn2. I'm guessing they heard about it on the podcast I was on recently, otherwise they'd have clicked a direct link 🤔

That's a good sign, as I was interviewed for another one today.



3 Comments · 1 Retweet · 15 Likes · 1K Views

A man in a dark suit, white shirt, and striped tie is shown in a thoughtful pose, with his hand resting on his chin. He is looking slightly to the left. The background is a blurred city skyline with tall buildings. The text is overlaid on the left side of the image.

**A Quick #ShopifyDiary Analysis by Grok ↗**

# The How Long

- **Learning curve: PHP → Node.js/React/Liquid/GraphQL**
  - Takes a few weeks to months depending on prior JS experience
  - Understanding Shopify's API architecture and framework is essential
- **Time to first viable app**
  - A lean first app can take 4–8 weeks for experienced developers
  - Setup, API integration, front-end components, and testing
- **Marketing & visibility efforts for first revenue**
  - Listing on the Shopify App Store requires optimized listing, pricing strategy, and App Store SEO
  - Outreach, demos, or leveraging existing networks are usually needed to get initial paying users

A man in a dark suit, white shirt, and striped tie is shown in a thoughtful pose, with his hand resting on his chin. He is looking slightly to the left. The background is a blurred cityscape with tall buildings. The text "A Quick Interview with Barn2 ↗" is overlaid on the image in a bold, black, serif font.

**A Quick Interview with Barn2 ↗**

# The How Different

- **Open-source CMS vs API-first platform**
  - WooCommerce: full access to PHP & database → high flexibility
  - Shopify: must work through REST/GraphQL APIs → controlled environment
- **PHP & WordPress hooks → asynchronous API-driven development**
  - Shift from direct server-side execution to async, API-based workflows
  - Focus on data flow through endpoints rather than direct queries
- **Front-end: App Blocks, Polaris, theme extensions**
  - Embed apps into store themes instead of modifying templates
  - Use Shopify's design system (Polaris) for consistent UX

# Key Takeaways

- **Clear roadmap to evaluate the pivot**
  - Understand why, how long, how different, and whether it's worth it
  - Provides concrete guidance for informed decision-making
- **Realistic expectations on time, tech, and opportunity**
  - Prepare for learning curves, app development cycles, and market effort
  - Set achievable goals to avoid surprises and wasted time
- **Actionable advice: when to move, when to stay**
  - Decide based on metrics, case studies, and business strategy
  - Consider hybrid paths to balance risk and opportunity