# Libral Arts functionality

**General**

This site should have the same look, page structure, and functionality as the current site. Below are some specifics, though the list is not comprehensive:

**Selling/Products**

1. Connect to Printful & Printify (probably using Shopify?)
2. Accept cards using Stripe
3. Most designs are available on an array of objects, so product subcategories need to have their own page template, different from parent product categories
4. Need to be able to create customer accounts, with normal functionality (past purchases, saved payment/address info, recover password, etc.)

**Posts/Content**

1. Very customizable single post page. We want to be able to code HTML and have CSS for that post specifically
2. Unique page design for most of the post categories
3. Link to relevant products at the bottom of each post (it'd be nice to be able to select the products from a list, and have the site automatically populate a module or something with consistent styling, rather than actually insert code with the product link)

**SEO**

1. SEO is very important on this site. We need good semantic HTML use, JSON info, social sharing, etc.
2. Needs to be able to connect to Google Merchant Center. Shopify has this functionality built in, but may need some time