

Feature List

Self-Hosted Digital eCommerce Platform

Own your store. Own your data. Own your future.

A complete, production-ready eCommerce platform for selling digital downloads — PDFs, guides, templates, courses, audio, video and interactive tools. You host it, you own it. No monthly SaaS fees, no platform lock-in, no forced upgrades, and no transaction cut beyond your own Stripe fees.

Built on Django 5.2, Tailwind CSS 4 and Stripe. Runs on any VPS or your own machine.



Before you buy — please read

This is self-hosted software for technically comfortable users. You'll need:

- A Linux VPS or cloud server (DigitalOcean, Hetzner, Linode, etc.)
- The ability to edit configuration files and update `.env` variables
- Comfort with terminal / SSH commands
- Willingness to use the documentation and AI for troubleshooting

Support is via documentation only. The included guides are comprehensive, and tools like Claude or ChatGPT handle most Django questions well. This is not a managed service - you are responsible for your own deployment, backups and maintenance.

[Download The Djangify Self-Hosted eCommerce System HERE](https://www.djangify.com/shop/)

What you get when you own this version

- **A one-time purchase, not a subscription** — install it once and run it forever.
- **The full source code** — every app, template and style, yours to customize.
- **No middleman on your sales** — buyers pay you directly through your own Stripe account.
- **No usage limits** — unlimited products, pages, blog posts, customers and orders.
- **Your data stays yours** — everything lives in your own database on your own server.
- **MIT licensed** — self-host forever, modify freely.
- **Full documentation included** — quick-start, install, Stripe setup, environment reference, customization guide, and an AI-assisted deploy path.

Complete Shop System

- **Digital product management** — categories, multiple images, multiple downloadable files per product.
- **Secure downloads** — files kept in non-public storage, served through a protected view, with per-purchase download limits and full download logging.
- **Product reviews, star ratings and wishlists.**
- **Stripe checkout** — secure, PCI-compliant card payments straight to your account.
- **Genuine £0 / \$0 orders** — when a coupon fully covers an order, the buyer is charged nothing (not a token minimum) and still joins your email list.
- **Multi-currency support** — set your currency to match your Stripe account (international-ready).
- **Coupons** — percentage or fixed-amount codes, with validity windows, usage limits and minimum-order rules.
 - Product-scoped coupons — restrict a code to specific products.
- **Order Bumps (tripwire offers)** — one-time add-on offers at checkout, optionally triggered by what's already in the cart.
- **One-Time Offers** — a single special offer shown once, on a buyer's first login after verifying their email.
- **Email-marketing opt-in at checkout** — build your list on every order, including free ones (Mailchimp, Kit/ConvertKit and similar).
- **Digital withdrawal-rights consent** — optional required checkbox for EU/UK distance-selling compliance.
- **Customer dashboard** — order history, re-downloads and member-only resources.

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Marketing & Growth

- **Pinterest conversion tracking** — built-in Pinterest Tag and server-side purchase events, plus domain verification and ad-account settings, all from the admin.
- **Email List Stats panel** — track your email-list growth over time from within the admin (snapshots plus a stats view you can switch on or off).
- **Newsletter embeds everywhere** — drop in any provider's signup form on your homepage, blog posts and link-hub pages.
- **Site-wide announcement bar** — run a promo or notice across the whole site.
- **Lead capture on hosted tools** — collect marketing opt-ins from people using your free tools.
- **Analytics-ready** — Google Analytics and Google Search Console verification fields built in.

Content Management (built-in CMS)

- **Full blog** — categories, featured posts, sectioned articles, video and audio posts.
- **Rich media auto-embeds** — paste a URL to embed YouTube, Vimeo, SoundCloud, Spotify, Buzzsprout and Anchor; TinyMCE also supports inline video/iframe embeds.
- **Topic Clusters** — pillar/cluster page structures for topical-authority SEO.
- **Video Hub** — a dedicated video gallery and video-detail pages, with related products attached to each video.
- **Reusable Content Blocks** — assemble pages from hero, FAQ, three-column, section, newsletter, spotlight, gallery, banner, resource and link-hub blocks. No code.
- **Link-Hub pages** — a “link in bio” style page with four layout styles (default, card, hero and profile), optional social icons, newsletter and video blocks, and orderable links.
- **Page templates** — build pages from Home, About, Custom, Gallery or Landing layouts.
- **InfoPages** — documentation and policy pages, organised by category.
- **Member Resources** — member-only downloads plus a customer support-request inbox.
- **Dynamic homepage** — switch between a shop-focused or content-focused layout.

Hosted Tools (Interactive Artifacts)

Host self-contained interactive HTML tools — a calculator, quiz, generator or widget (for example something you build with Claude) — on your own site instead of a third party.

- **Upload a single .html file** in the admin and it goes live at `/tools/<slug>/` — no rebuild.
- **Sandboxed execution** — each tool runs inside an isolated iframe so its code can never touch your store's cookies, session or data.
- **Secure storage** — files served with strict security headers.
- **Sell tools as products** — offer a tool free, or gate it behind a purchase.

- **Extras** — optional per-tool download link, draft/publish toggle, and an auto-generated /tools/ index.

AI Features (Bring-Your-Own-Key — optional)

Optional AI tools you switch on with your own provider API key (Anthropic, OpenAI or Google), billed directly by the provider — never proxied or marked up. Off by default.

- **Site Audit** — a free, rule-based scan of your catalogue, pages, blog and SEO/EEAT setup (no key needed); an AI layer adds deeper review once connected.
- **Product description writer** — draft or improve a description from a title and details.
- **Blog post writer** — draft or expand a full post from a topic, landing as a reviewable draft.
- **Blog AI-summary writer** — draft the short AI/GEO summary box shown on posts.
- **FAQ generator** — draft question/answer pairs for a FAQ block.
- **Djangify Assistant** — an in-admin chat (with history) for running your store, optionally using your live site data as context.
- **Store Setup wizard** — fill in one form (branding, homepage, shop display, pages, tools) and let AI apply it.
- **Content recipes** — a built-in library of proven content structures the AI can follow.
- **Usage tracking & monthly cap** — every AI call is logged, with an optional monthly limit as a safety net.

Connect to Claude (MCP Connector)

- **Manage your store directly from Claude** — create and edit products, blog posts and pages, tune SEO and run a site audit, all in conversation.
- **Secure and optional** — runs as a sidecar using your own Claude account (OAuth 2.1 with PKCE); off by default; every action logged.
- **Same engine as the built-in AI** — uses the same 30+ MCP tools that power the AI features.

Design & Themes

- **Fully responsive, mobile-first design.**
- **Four swappable site themes** — Classic, Editorial (magazine/serif), Minimal (Substack-style) and Spotlight (bold, feature-forward). Switch instantly in Site Settings.
- **No-code branding** — configure colour theme, heading/body fonts and button styles from the admin.
- **Tailwind CSS 4** with CSS variables for easy custom theming.
- **Clean, dark-mode-compatible admin** (Adminita).

- **Self-hosted TinyMCE rich-text editor** (no third-party editor fees).
- **PWA-ready** — installable app icons (192/512/Apple) auto-generated from your logo.
- **Accessible** (ARIA compliant).

SEO & Discovery

- **Complete Schema.org structured data** — Product, Article, ItemList, Organization, WebSite.
- **Open Graph + Twitter Card tags** for rich social sharing.
- **EEAT / author identity** — founder name, bio, expertise, founding year and profile links, surfaced as Person/Organization schema and a visible author footer.
- **Automatic sitemap generation** and canonical URLs.
- **Robots.txt with AI-bot support.**
- **Per-page meta** titles, descriptions and keywords, with no-index controls.

Security & Data Ownership

- **Encrypted secrets at rest** — Stripe, SMTP and email-marketing credentials stored Fernet-encrypted in your database.
- **Secure, sandboxed hosted-tool execution.**
- **Mandatory email verification** (django-allauth).
- **Production hardening** — strict security headers, CSRF protection and secure-cookie settings.
- **You hold the keys** — nothing phones home; no external platform can lock you out.

Admin & Operations

The whole platform is managed through the Django admin — no code editing for day-to-day work.

- **Products, orders, coupons, order bumps and one-time offers** — all managed in one place.
- **Site Settings** — currency, colours, typography, branding, footer, homepage mode, PWA, analytics, EEAT.
- **Shop Settings** — Stripe / SMTP / marketing credentials (encrypted) and legal copy.
- **Dashboard Settings** — customer dashboard header, announcement bar and help boxes.
- **Download / Backup centre** (superuser) — one-click CSV exports and a full-site backup zip (database snapshot + all media).
- **Built-in config test commands** for Stripe and email.

Technical Foundation

Component	Technology
Framework	Django 5.2 LTS
Frontend	Tailwind CSS 4, Alpine.js, HTMX
Database	SQLite by default — PostgreSQL or any supported DB via DATABASE_URL
Payments	Stripe
Authentication	django-allauth (email verification)
Rich text	TinyMCE (self-hosted)
Server	Gunicorn + WhiteNoise behind Caddy or Nginx
Secrets	Fernet-encrypted database fields
License	MIT

- **No build step at deploy** — compiled CSS ships ready to go.
- **Includes a full test suite** and migration checks.

Ideal for

- Creators selling PDFs, guides, templates or digital tools
- Course and workshop sellers
- Digital art and asset creators
- Coaches and educators selling downloadable products and services (including audio & video)
- Writers looking to sell their books and/or other digital products
- Anyone who wants to own their store instead of renting one - be an independent digital store owner.

What it is not

- Not for shared hosting
- Not for physical products — digital downloads only
- Not a SaaS and not a marketplace — an independent single-vendor store you fully own

Built with Django, Tailwind CSS, Stripe, TinyMCE, Alpine.js and HTMX. Released under the MIT License — self-host forever.

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Managed Hosting Also Available

If self hosting isn't for you then checkout the [managed hosting version](#). You get all the same great features and I look after everything on the server side. You just add your content.