

Djangify Demo

https://demo.djangify.com/

You are probably here because you are curious about Djangify and want to see how it works before you commit to anything. That is why this site exists. It is a working demo of an ecommerce builder for digital products, running the same software you would use to build and run your own online business. You can register an account, browse products, buy with a test card, open your downloads and try both free and paid interactive tools. None of it costs a penny.

This demo runs the Self-Hosted version of Djangify. That means it shows a few features that are not part of Managed Hosting. I mark these in the text below.

What Can You Do Here?

Everything a real customer would do on a live business website:

- Create an account using the registration system, or click Continue with Google on the log in page to join in one click.
- Add products to your cart and go through checkout.
- Make test payments using Stripe's test card number (4242 4242 4242 4242, any future expiry date, any CVC).
- Open your purchases from your account dashboard.
- See exactly how digital delivery works.
- Try the free interactive tools at https://demo.djangify.com/tools/.
- Buy a product that is linked to a paid tool, then open the tool while you are logged in. "How To Bundle And Sell Micro-Apps and Interactive Tools" is one of them.

This gives you the real experience of using Djangify, both as a business owner exploring what's possible and as a customer seeing what your own customers would see.

Why This Matters

Choosing the software that will run your business is a big decision. You are deciding how you will publish content, manage customers and sell your digital products online. Most software asks you to sign up, enter payment details and commit before you understand what you are getting. I wanted to offer an alternative. By the time you have explored this site, you will know whether Djangify fits your business, what your customers will experience, and how the pieces work together.

What Happens Next?

When you have explored the site and decided Djangify is right for you, there are two ways to run it. With Managed Hosting, I run the servers for you. With Self-Hosted, you run the complete software on your own server. https://www.djangify.com/shop/

If you haven't already, create an account, add something to your cart and walk through the customer journey. The best way to understand Djangify is to use it: https://demo.djangify.com

The Problems Djangify Solves

Selling digital products online tends to run into the same handful of problems. These are the ones Djangify was built around.

Fees that grow as you sell more

Marketplaces and platforms such as Etsy, Gumroad and Shopify take a cut that rises with your sales. They can also change their terms or close your account, and there is little you can do about it. Djangify takes no commission and no per-sale cut. You pay Stripe's normal payment fee and your hosting, and nothing else.

A stack of plugins that break

The free route, WordPress with WooCommerce, usually means separate plugins for checkout, delivery and email. Each one updates and breaks on its own schedule. Djangify puts checkout, secure delivery, customer accounts, a blog and newsletters in one system with no plugins.

Not knowing who your customers are

On many marketplaces you get paid but never learn who bought from you. With Djangify, the customer list, the order history and the email list belong to you, so you can write to your customers and offer them something new.

Your business depending on someone else's rules

Search updates, social media changes and platform policies can cut your traffic or your reach overnight. Your own site, your own email list and your own data do not depend on any of them.

Too many tools held together by hand

A checkout here, a download service there, an email tool, a blog, a link page. Djangify brings these together so you manage everything from one admin area.

Nowhere to sell the tools you build with AI

AI assistants can now build calculators, quizzes, planners and checklists in minutes. Most marketplaces have no place to sell them. Djangify lets you upload them to your own site and sell them as premium products, or give them away as free lead magnets. The next section explains how.

Not being found

Good products still need to be found. Djangify generates structured data, sitemaps and social sharing tags automatically, adds files that help AI search tools understand your products, and includes a site audit that tells you what to fix.

Being stuck when something goes wrong

The documentation is written to be handed to an AI assistant such as Claude or ChatGPT, so you can ask it to walk you through a step. There are also how-to videos, a built-in AI assistant that answers from your own site, and a Claude connector.

Legal basics that must be included

Privacy, cookie, refund, support and terms pages come ready to edit, and there is a guide to EU VAT on digital products.

Worry about leaving later

You can download a full backup of your site and export your data whenever you want. Your decision today does not lock you in.

Sell Premium Interactive Tools, Not Just Downloads

This is one of the biggest differences between Djangify and most other ecommerce builders.

A hosted tool is a small interactive page that lives on your own site: a calculator, a quiz, a planner, a checklist, a worksheet. You upload one finished HTML file and visitors use the tool on a page of your site. There is nothing for them to install and nothing for them to download.

Where the tools come from

Claude and other AI assistants can build these tools from a description. For example: "build a fee calculator for digital sellers as a single HTML file." You upload the file the AI gives you. You do not need to write any code.

Free tools bring people in

A free tool works as a lead magnet. A visitor uses it, and you can show a sign-up box underneath. They receive a copy of their results by email and, once they confirm, join your email list. Each tool can send people to its own list and tag, so you know which tool brought them in.

Try two of them on this demo: the Fee Calculator and the Expertise Interview Builder.

Premium tools are sold like any other product

A paid tool is linked to a product on your site. A visitor who has not bought it sees a short "This is a paid tool" page with an Unlock button that leads to the product. A buyer logs in and uses the tool right on your site.

That changes what you can sell. A static worksheet competes on price with every other worksheet. A tool that gives each person an answer specific to them is much easier to price, and it keeps getting used instead of being saved and forgotten.

Things you can do with tools

- Sell a single tool as a product, or bundle several tools into one product.
- Offer a free tool to attract visitors and a paid tool as the next step.

- Let logged-in customers save their results to their own dashboard, private to them.
- Add a button under a tool that sends people to a product, a guide or a booking page.
- Add text below a tool for background and instructions, which also helps the page get found in search.

See how people use your tools

A Tools Dashboard in your admin shows how many people used your tools, how far they got, how often they came back, and which tools are used or ignored. For paid tools it shows how many people bought, how many never opened what they bought, and who may need a nudge. It counts that something was used and never records what anyone typed or saved.

Safe by design

Each tool runs in a sealed frame on its page. It cannot read your site's cookies, your visitors' logins or anything else around it. The file is stored privately and can only be opened through the tool page, so a paid tool cannot be reached by guessing its address.

How many tools can you have?

On Managed Hosting, Lite includes up to 5 free tools and Full includes up to 15. Paid tools do not count toward the free tool limit, although on Lite they count toward its 10 product limit. Self-Hosted has no limit on free tools.

A Complete Tour of Djangify

Djangify is built for professionals whose business is based on their knowledge, expertise or lived experience. If you publish workbooks, mini-courses, guides, templates, recordings, software or interactive tools, it gives you what you need to build and run your business online.

Here is what is included.

Products and Checkout

At its core, Djangify handles everything you need to sell digital products.

Product listings with descriptions, images and pricing.

Secure checkout powered by Stripe, with guest checkout if you want it.

Automatic digital delivery once payment completes, with download limits per purchase.

Customer accounts where buyers can open their purchases at any time.

Free products that go through checkout at no cost, which makes them useful for lead magnets.

Coupons, as a percentage or a fixed amount, with expiry dates, usage limits and minimum order rules.

Order bumps, the one-click add-ons offered at checkout, and one-time offers shown to new customers (both are part of the Full plan on Managed Hosting).

Product reviews with ratings, country flags and a verified buyer label.

Cart reminder emails. If a customer leaves without paying, your site sends one reminder with a button that puts the cart back. You choose when it is sent, and every email has a link to stop reminders.

This is not a download plugin added to an existing website. It is a complete system built to handle the customer journey from discovery to secure delivery.

AI Built In

Djangify has AI help for the jobs most owners put off.

- **A Claude connector.** Connect your site to Claude and ask it to add a product, write a post, fix your SEO or audit your site. You approve what it changes.
- **Shop Setup.** Fill in one form with your branding, homepage, product display and pages, and AI builds the site from it.
- **The Djangify Assistant.** Ask "what should I fix on my site?" and get answers based on your own products, posts and pages.
- **Writers for the jobs you put off.** Product descriptions, blog posts, post summaries and FAQs, always saved as a draft for you to edit and approve.
- **Site Audit.** A rule-based check of your products, pages, blog and SEO that costs nothing to run. It is on both Managed Hosting plans.
- **Product Coach.** Attach an AI coach to a product, so buyers can ask questions and get answers based on what you taught.

On Self-Hosted there are two more: the **Expert Twin**, a public "ask me" page where visitors chat with an AI trained on your own material, and the **AI Support Desk**, which answers logged-in customers based on what they bought.

AI features run on your own key (Claude, ChatGPT or Gemini). You pay the provider directly, and nothing is published without you. On Managed Hosting, the AI tools, the Djangify Assistant and the Claude connector are part of the Full plan.

The Page Builder

Every business needs more than product pages.

The page builder lets you create landing pages, sales pages, about pages, service pages, resource pages and FAQs from ready-made blocks: hero sections, image galleries, FAQ blocks, three-column layouts, content sections, video sections, newsletter sign-ups, spotlight sections and link hubs.

You build pages in the admin area with no coding. Paste a YouTube, Vimeo or Spotify link and it appears as an embed.

Five themes come in the box: Classic, Editorial, Minimal, Spotlight and Manuscript. You switch between them with one click, and you set your fonts and button styles from a settings screen. Your site is mobile responsive and can be installed on a phone's home screen like an app.

Content Blocks for Articles

Long articles do not have to be a wall of text. Djangify includes content blocks such as checklists, key takeaways, comparison panels, tables, FAQs and step lists that you add to a post without a plugin. A premium pack of interactive blocks, including quizzes and self-check scores, is sold separately.

The Blog

Publishing useful content is still one of the best ways to build trust and attract search traffic.

Djangify includes a full blog with a rich text editor, categories, featured posts, and video and podcast embeds.

You can also build topic cluster pages, which are SEO hubs that connect a main page to supporting articles and questions.

Your articles live alongside your business and support the products you sell. The blog is part of the Full plan on Managed Hosting and is included in Self-Hosted.

Your Audience

Every sale can grow your email list. Customers can be offered a sign-up at checkout, and built-in sign-up forms and a waitlist can send people to your email provider or to your site's own subscriber list.

Built-in newsletters are part of the Full plan on Managed Hosting and are included in Self-Hosted. Djangify also has a member resources area for bonus files behind a login, and a support inbox so customers can reach you from their dashboard.

Getting Found

Every product page carries structured data, and blog posts carry article markup. Open Graph tags, a sitemap and canonical addresses are generated automatically. Your name, bio and expertise are set once and shown on every post as an author footer and in the page data, which supports the trust signals search engines look for.

AI search is covered too. Djangify can produce an llms.txt file and a product knowledge and FAQ layer written for tools such as ChatGPT, Claude and Perplexity to read. You can also build keyword landing pages at scale from one template.

Video and Link Pages

A Video Hub shows your videos on your site, and a LinkHub page gathers your important links in one place, which is useful for social media profiles.

The Information Pages

Some content does not fit a blog post or a landing page. Information pages handle standalone content such as your About page, terms, privacy policy, cookie policy, refund policy and help documents.

The Administration Area

Behind everything sits an admin panel built with Adminita, a Django administration theme I created and maintain as an open-source package.

This is where you manage products, orders, tools, content and settings. It also includes a backup area, CSV exports and a dashboard of your orders.

Sign in with Google

Customers can join your site with one click. A Continue with Google button appears on your log in and register pages, so a visitor does not have to choose a password. Google has already checked their email address, so no confirmation email is needed. If they want a password later, Forgot password sends them a link.

You set it up once. It takes about 10 minutes, it is free, and a step-by-step guide that you can hand to an AI assistant is included. Each site uses its own Google app, and the button only appears once you switch it on. You can try it on the log in page of this demo.

Sign in with Google is part of the Self-Hosted version. It is not part of Managed Hosting.

Security and Reliability

Customer accounts, secure downloads and Stripe payments are built in. Every purchase is linked to the customer's account so they can open their products when they need them, and you can update a digital product without customers buying it again.

Your site also has protection against bot sign-ups and card testing, so the basics are handled for you.

Sell Globally from Day One

Your expertise is not limited by geography. Your customers could be anywhere in the world, and Djangify was designed with international sales in mind.

Supported Currencies

Djangify currently supports:

- GBP (£), British pounds
- USD ($), US dollars
- EUR (€), euros
- CAD (CA$), Canadian dollars
- AUD (A$), Australian dollars

You choose a primary currency when you set up your site, and prices appear in that currency across product listings, cart, checkout, customer accounts and order history. There is no currency switching to confuse your customers.

Stripe Handles the Payments

Stripe processes payments in your chosen currency, and you receive payouts according to your Stripe account settings. You can sell in US dollars and receive pounds in your UK bank account, or set things up for whichever market you mainly serve.

Djangify handles the customer experience. Stripe handles the payment processing. You focus on running your business.

Two Ways to Run Djangify

The software is the same. The difference is who runs the server.

Managed Hosting

You pick a plan and a subdomain, complete checkout, and your site opens already built, with demo products and a clean dashboard. I look after the servers, backups, security updates and SSL certificate. You can connect your own domain name at any time.

- **Lite:** up to 10 products, up to 5 free hosted tools, Stripe checkout, coupons, guest checkout, cart reminder emails, pages, customer accounts, a custom domain and a free site audit.
- **Full:** unlimited products, up to 15 free hosted tools, the blog with an AI summary writer, built-in newsletters, order bumps and one-time offers, AI tools and the Claude connector.

Both plans include 14 days free, with no setup fee and no contract.

Managed Hosting is a hosted service. You are paying for your site to be run on my servers, not buying the Djangify software. It does not include ownership of the software, access to the source code, the right to install Djangify on your own server or a downloadable copy. The Expert Twin, the AI Support Desk and Sign in with Google are also Self-Hosted only.

Self-Hosted

Self-Hosted is a one-time purchase (visit djangify.com for current prices) and includes:

- The complete source code and every application.
- The right to run it on your own server, change it and build on it for one business and one live website.
- Unlimited free hosted tools, the Expert Twin, the AI Support Desk and Sign in with Google.
- A full Documentation folder with guides written to be handed to an AI assistant.
- Updates for 12 months or until you have used your 5 downloads, whichever comes first.
- A 14-day "it works" refund guarantee.

You choose your own hosting provider and look after your own server, with AI beside you to walk you through the steps. If you would rather have someone set it up, a done-for-you installation is available separately for £147. Self-Hosted does not include hosting, server administration or personal one-to-one support.

Your version keeps working even after the update period ends.

Which Option Is Right for You?

- **Choose Managed Hosting** if you want the quickest route online, a predictable monthly cost and no server to think about.
- **Choose Self-Hosted** if you want the source code, no monthly software fee and full control over where your site runs.

You can start on Managed Hosting and move later. A full-site backup and CSV exports mean your data comes with you.

Why This Matters for Your Business

Suppose you sell 100 digital products at £20 each. That is £2,000 in revenue. On a service that takes 10%, about £200 goes in fees before payment processing.

With Djangify you pay Stripe's processing fee and your hosting. The more you sell, the more of your revenue stays with you.

Who Djangify Is For

Djangify is for people who already have something digital to sell and want to own the place they sell it from. That might be a workbook, a mini-course, a template, a recording or an interactive tool. Many owners are qualified professionals, coaches, educators and specialists with years of lived experience.

You do not need to know how to code. If you can ask an AI assistant such as Claude to do something and follow the steps it gives you, you can run Djangify.

It is built for digital products, services and events. It is not for physical products with shipping, and it is not a marketplace with many sellers.

Thank You for Exploring Djangify

I hope this demo has shown you more than a list of features.

You have been through the customer journey from registration and checkout to customer accounts and digital delivery, and you have tried the free and paid tools. That is the same experience your own customers could have when your business runs on Djangify.

Thank you for taking the time to look around. I look forward to welcoming you.

Start your 14-day free Managed Hosting trial HERE

Or see the Self-Hosted version HERE