

CONFIGURATION LAYER · BEYOND THEME SETTINGS

The Metaobject Configuration Layer

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• SHOPIFY BUILD AWARD WINNER · 2025

SHOPDEV ALLIANCE
LIQUID WEEKLY PODCAST

THE CONFESSION

When metaobjects came out, I was confused.

Not just about what to do with them. About how to even **access**
them.

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WHERE IT CLICKED

Trudy MacNabb made it click.

Her worked examples turned an abstract primitive into something I could actually reach for.

[design-packs.com](#) • [@dear_trudence](#)

Single Line Text List

Just the metafield

```
["hello","world","is","this","working"]
```

With the `metafield_text` filter

hello, world, is, this, and working

With the `metafield_tag` filter

- hello
- world
- is
- this
- working

GRAPHIC · TRUDY MACNABB

WHERE WE'RE GOING

From confused, to a pattern I use on every build, to a platform-level reframe.

01

The first pattern

A standard product-configuration metaobject.

02

The expansion

Same data keeps finding new surfaces.

03

The realization

A platform-level configuration layer.

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SECTION 01

01

The Pattern: Product Configuration

Metaobjects

My standard for customization.

THE DEFINITION

One metaobject definition.

A custom coffee subscription. Everything a merchant configures, in one structured place.

coffee_configuration

METAOBJECT DEFINITION

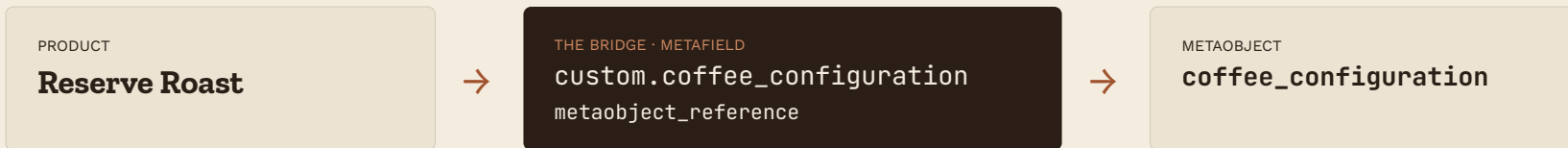
roast_level	List
tasting_notes	→ List · reference
brewing_methods	→ List · reference
processing_method	Single line
bag_type	Single line
origin	Single line

THE CONNECTION

A single metafield is the bridge.

Every product points at its configuration through a metafield with a `metaobject_reference` type.

Define it once — every surface that can reach the product can now reach the config.



You just saw this one level in — `tasting_notes` → and `brewing_methods` → are reference fields too. Same mechanism.

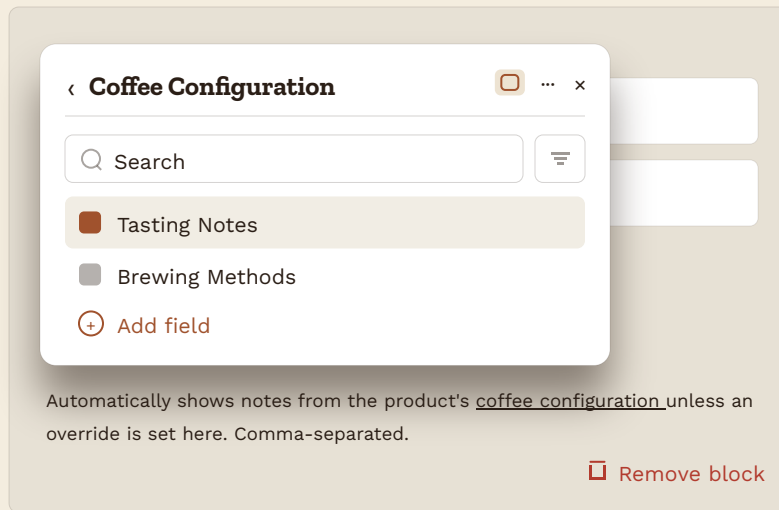
ACCESS · PATH 1

Dynamic source in theme settings.

Merchant-facing ergonomics. They wire it up in the editor — no deploy, no developer.

THEME CUSTOMIZER · PRODUCT TEMPLATE

· [Connect dynamic source →](#)



ACCESS · PATH 2

Define once, pass to snippets.

Developer-facing ergonomics. Cleaner code, less duplication.

```
SECTIONS/MAIN-PRODUCT.LIQUID
```

```
{%- assign config = product.metafields.custom.coffee_configuration.value -%}  
{% render 'product-config',  
  roast: config.roast_level,  
  tasting: config.tasting_notes,  
  brewing: config.brewing_methods %}
```

THE SHAPE OF IT

Same data. Different ergonomics for different jobs.



SECTION 02

02

The Expansion: Same Data, More Surfaces

Once you have the pattern, it shows up everywhere.

SURFACE 01

Metaobject pages

THE DATA	
roast_level	Medium-dark
origin	Yirgacheffe
processing_method	Washed



/pages/coffee/reserve-roast

fieldnote-roasters-demo.com/pages/coffee/reserve-roast

COFFEE CONFIGURATION

Reserve Roast

Ethiopia · Yirgacheffe

Shop this coffee

ROAST LEVEL Medium-Dark	PROCESS Washed	ALTITUDE 1,900 m	HARVEST 2025
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TASTING NOTES

Bergamot

Stone Fruit

Black Tea

Customizable, powerful — and the exact same source of truth.

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SURFACE 02

Shopify Flow

TRIGGER

Order created

CONDITION

`coffee_configuration.brewing_methods` contains "Espresso"
or "Pour-over"



ACTION 01

Add tag to order

`brewing-guide-needed`

ACTION 02

Notify support team

No more line-item property hacks.

SURFACE 03

JSON-LD structured data

THE METAOBJECT

roast_level	Medium-dark
processing_method	Washed

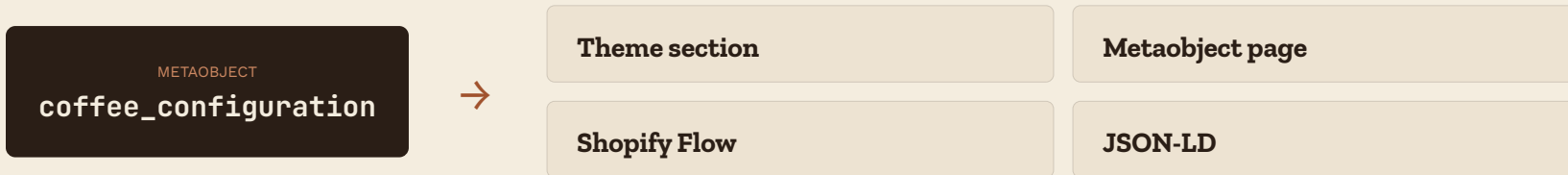
GENERATED JSON-LD

```
{
  "@type": "Product",
  "additionalProperty": [
    { "name": "Roast level",
      "value": "Medium-dark" },
    { "name": "Processing method",
      "value": "Washed" }
  ]
}
```

SEO bonus. Zero duplication.

COMPOUNDING

One definition. Four surfaces. Zero duplication.



SECTION 03

03

The Realization: Third-Party Sales Channels

When theme settings can't follow.

THE STAKES

A merchant. A mobile provider. A wall.

THEME SETTINGS

Online Store theme

Configured where the merchant lives today.

WALL

MOBILE SALES CHANNEL

Third-party app

Cannot see the theme.

THEME SETTINGS

inaccessible.

METAOBJECTS

**infinitely
accessible.**

LIVE DEMO

One metaobject, six surfaces.

01 Theme section

02 Metaobject page

03 JSON-LD structured data

04 Shopify Flow reference

05 Checkout extension

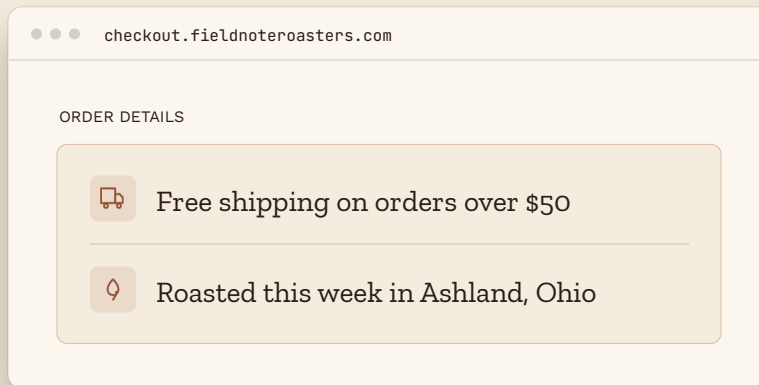
06 Headless app · Storefront API

Ends on one live edit that updates all six. →

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SURFACE · CHECKOUT

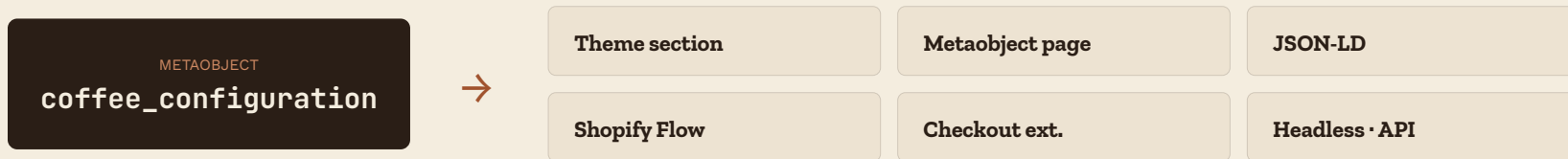
Checkout UI extension



Rendered from the `checkout_promotion` metaobject · merchant-editable, no deploy

THE PROOF

One edit. Six surfaces.



SECTION 04

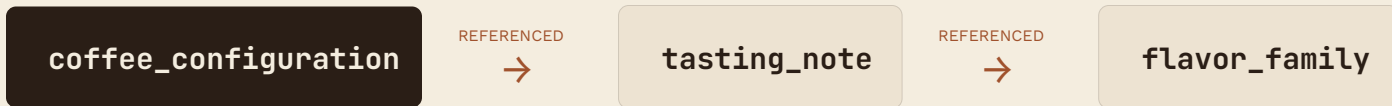
04

The Pattern Behind the Pattern

What makes this actually work.

STRUCTURE

Don't be afraid to link metaobjects to metaobjects.



Set and update once. Apply everywhere.



Good data in. Good data out.

Cuts your reliance on custom templates. Structure earns its keep.

— Daniel Beck · Altera

THE FRAMEWORK

Where does configuration belong?

Theme settings

theme-scoped

Presentation & layout choices
Merchant-tuned in the editor Lives and
dies with the theme

Metafields

entity-scoped

Data attached to one record
Per-product, per-order values Travels
with its entity

Metaobjects

shop-scoped

Reusable, structured records Readable
from any surface One source, many
channels

Pick based on **access patterns** — not on which is newest.

THIS WEEK

Audit one store this week.

Find your config sprawl. Consolidate it into one metaobject.

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Ideas from the community

Matthew Crigger — Markets-compatible money inputs; loyalty tier data via webhook

Virgil Dubois — Design tokens: colors, typography, and icons

Prakhar Shrivastava — logos, reviews, bundles, pricing, testimonials

Brendan Quigley — collection filtering



Fieldnote Roasters

Thank you.

Questions? — let's dig in.

RESOURCES

[shopify.dev](#) · [liquidweekly.com](#) · [thepagesmedia.com](#)

FIND ME

Taylor Page · [@TRPage_dev](#)

[ShopDev Alliance](#) · [Liquid Weekly Podcast](#)