

DOCUMENTATION

InStijl Media - Supreme Theme

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1 [GLOSSARY

Header: The bar with the logo, the menu and the search field at the top of each page.

Footer: The block at the bottom of each page with links and copyright.

2 [INSTALLATION

In order to install the theme you have to navigate to the theme store. This is listed under “Design” and subsequently under “Theme store”. Here you will find a list containing all the available themes. You can navigate to one of the presets from this theme and then you can click on it. On the left side you can click on “Buy theme”.

The theme contains four style types:

- » Standard (default)
- » Beauty
- » Clothes
- » Food

The theme “Standard” will be installed in “Default”. In case you want to select a different variant you have two possibilities.

You can choose one of the four style types

You can create your own custom style

3 [FUNCTIONS

Google Maps:

The Supreme Theme is the first theme with Google Maps support! You can just enter an address without having to look up difficult coordinates.

Highly configurable slider:

You can choose from three different slider settings and you can even adjust the type of animation, speed and interval.

Offer timer:

Next to the slider you can place a queue with a timer. Just create a category, insert the products and the timer will automatically go.

Social media:

You can specify a link to your Facebook, twitter, google+, Pinterest, YouTube, Tumblr and Instagram account. An icon will be placed in the footer of the theme.

Discount labels:

In the Supreme Theme you can choose whether you want automatic or manual labels for your products and you can set custom colours for each label.

Infinity scroll:

You can choose between whether you want the products divided in pages or that the products will be loaded automatically while you scroll down.

Quickly view:

Each product has a button that opens up a pop-up with important data from the product allowing you to quickly take a look at the product without having to navigate to a new page.

Bundle products:

When purchasing one of the professional subscriptions you can make use of bundle product; allowing you to place products together in a bundle and give it a discount.

USPs:

There are multiple USPs and banners you can place in your web shop. Including 4 USPs you can place directly above the slider.

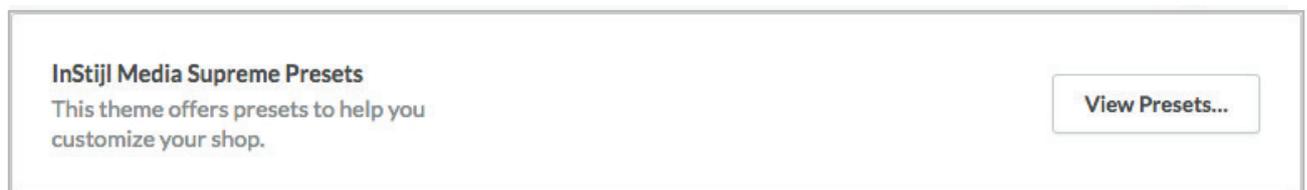
Quick search:

If you type something into the search bar search results will automatically be displayed.

4 [SETTINGS

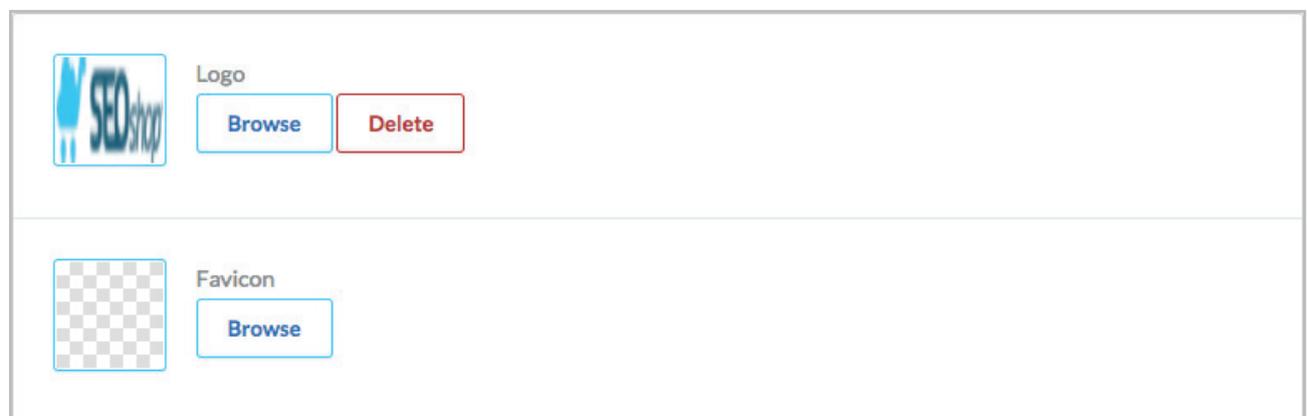
To customize the settings of the theme to your specifications you can navigate to “Design” and subsequently to “Settings”.

On this page you will find a button at the top right side. When you are on the tab “Theme Settings” the first option on this page is the Preset option. In the menu you can select one of the three available presets. Once you click on the install button this preset will be installed. Please keep in mind that when installing a preset you still have to adjust additional images, such as the logo.



00 – LOGO

Here you can customize the logo and the favicon of your web shop. The maximum width of the logo is 220 pixels (440 pixels for retina). The favicon must be 16 pixels wide and high.



01 - BACKGROUND

Usually, the background of a web shop is smooth white but it is possible to adjust it here.

Background image: This is the image that is placed in the background of the entire website. The best dimensions depend on the following two options.

Background position: This determines the positioning of the image that was uploaded in the previous field.

Repeat Background: Here you determine how the image will appear systematically. For example: will the image display normally or will this be repeated creating a pattern.

Background colour: This is the background colour of the website

	Background image <input type="button" value="Browse"/>
Background position Uploaded background position	Top center
Background repeat The way the background is repeated	No repeat - scroll
Background color Edit the container body content background color	<input type="radio"/> #FFFFFF

02 – FONTS

Here it is possible to modify the general texts of the website.

Titles (Google Web Fonts): Here you can select which font must be used for the titles.

Body (Google Web Fonts): Here you can select which font must be used for the texts.

Colour body: It is possible to change the colour of the texts of the website.

Highlight colour: Certain texts can be highlighted. This colour is used for the links when you scroll over the text with your mouse.

Headings (Google Web Fonts) Google Web Font for headings	Oswald
Body (Google Web Fonts) Google Web Font for body of site	Roboto Condensed
Body color Body text color	<input checked="" type="radio"/> #888888
Highlight color Highlight color	<input type="radio"/> #4144B9

03 – IMAGES

The selection fields under this category determine the display of the product-, category- and brand images.

When one of these is checked the image will be filled up so there will be no white spaces emerged on the sides of the image.

- » Optimal formats of the images are:
- » Product images: minimum 345x345px related to the zoom function on the product page.
- » Category images: 374x232px on the homepage and 430x232px on the catalogue page. If the uploaded format is different white edges will appear; which will be solved by checking the adequate images.
- » Brand images: 214x120px

Product image fit	<input type="checkbox"/>
Category image fit	<input type="checkbox"/>
Brand image fit	<input type="checkbox"/>

04 – INPUT FIELDS & BUTTONS

This category determines the colours of the various input fields and buttons of the web shop.

Input text colour: This determines the colour of the text for all input fields of the web shop.

Input background colour: This determines the background colour for the input fields.

Button text colour: Here you can specify the text colour for the buttons of the web shop.

Button background colour: Here you determine the background colour of the buttons.

Button highlight colour: This is the colour that is displayed if you your mouse moves over the buttons.

Input text color The text color of input fields	<input checked="" type="radio"/> #888888
Input background color The background color of all the input fields	<input type="radio"/> #FFFFFF
Button text color Button color	<input type="radio"/> #FFFFFF
Button background color Button background color	<input checked="" type="radio"/> #00D6A3
Button highlight color Highlight button colors	<input checked="" type="radio"/> #0CEDB5

05 – CONTACT DETAILS

Here you can fill out the optional contact details which then will be displayed in the footer of your web shop.

Contact information: When you mark this, a fourth column will appear in the footer of your web shop.

Name: Here you fill in your companies name and thereafter this will be displayed as the head of the column.

Description: Here you can enter a short description about your web shop.

Phone number: Here you can fill in your phone number.

Email: Here you can fill in your email.

Once you have filled in the data the phone number and email will be clickable allowing customers to simply call or email you

Contact information Enable/disable footer contact information	<input checked="" type="checkbox"/>
Name Contact name in footer	<input type="text" value="Your company"/>
Description Contact description in footer	<input type="text" value="A short description"/>
Phone number Contact phone number in footer	<input type="text" value="012 3456789"/>
Email Contact email in footer	<input type="text" value="your@company.com"/>

06 – PRODUCT LABELS

This category determines the display and use of the product labels. These labels are displayed in the upper left corner of your product blocks in both list- and table view.

Disable product labels: When you mark this the labels will not be displayed.

Manual labels: When you mark this other labels will be used. SEOshop normally makes use of a sold out-, offer-, new and popular tags. These tags will be automatically added; this is easy for you but it does mean that you will have no control over it. The tags that will be used are sold out-, offer-, new-, best and top tags. The sold out- and offer labels will be automatically determined based on the status of the product, but you can specify the remaining labels manually. Therefore you have to navigate to the product in the backend of SEOshop and then under the tab “General” you’ll find at the bottom “Extra template data”. Here you can enter at “data 01” the label that you’d like in. (“new”, “best” or “top”). If the “Extra template data” is not visible, you must first activate it in SEOshop. Navigate to “Settings” then to “Workflow” and then at the top there’s a field named “Extra template data”; mark this and click on “Save”.

Discount: Here you can customize the display of the special offer labels. Standard you’ll see an “On

Sale” text but when you mark this it will be replaced by discount percentage value. The remaining fields are fields where you can specify the text and background colour of the different labels. The ones that will be used depends on whether you’ve marked the “Manual labels”.

Disable product labels	<input checked="" type="checkbox"/>
Manual labels Enable/disable manual product labels	<input checked="" type="checkbox"/>
Discount Enable/disable percentage labels on discounted products	<input checked="" type="checkbox"/>
Discount background color	<input checked="" type="radio"/> #4144B9
Discount text color	<input type="radio"/> #FFFFFF
Sold out background color	<input checked="" type="radio"/> #8C8FEC
Sold out text color	<input type="radio"/> #FFFFFF
New background color	<input checked="" type="radio"/> #4144B9
New text color	<input type="radio"/> #FFFFFF
Popular background color Only if manual labels are disabled	<input checked="" type="radio"/> #4144B9
Popular text color Only if manual labels are disabled	<input type="radio"/> #FFFFFF
Best background color Only if manual labels are enabled	<input checked="" type="radio"/> #4144B9
Best text color Only if manual labels are enabled	<input type="radio"/> #FFFFFF
Top background color Only if manual labels are enabled	<input checked="" type="radio"/> #4144B9
Top text color Only if manual labels are enabled	<input type="radio"/> #FFFFFF

07 – HEADER

Here you can customize the appearance of the header.

Header background image: On the subsequent pages of your web shop you can find a bar between the content and the header with the page title and the breadcrumbs. In this field you can upload an image which will be positioned in here.

Header background position: This determines the positioning of the image that has been uploaded in the preceding field.

Header background repeat: Here you can determine how the image is displayed. For example: will the image display normally or will this be repeated creating a pattern.

Colour topbar: If you move over the header with your mouse a bar will appear. This field defines the background colour of this bar. (This bar is visible by default on tablet- and mobile format).

Topbar text colour: Here you can determine the text colour for the bar that was mentioned in the preceding point.

Colour header: This field defines the background colour of the header.

Header text colour: Here you can determine the text colour of the header.

Navigation brands: If you mark this box and you have brands in your web shop a “Brands” button will appear in your head menu.

Navigation blogs: If you mark this and you have blog items in your web shop a “Blogs” menu will appear in your head menu.

Full width navigation: If you mark this the navigation will be displayed under the logo and the search bar instead of between them. This offers the possibility to place more items in a row.

 Header background image <input type="button" value="Browse"/>	
Header background position <small>Uploaded background position</small>	Bottom center
Header background repeat <small>The way the background is repeated</small>	No repeat - scroll
Top bar color <small>Edit the topbar background color. The topbar includes the cart and login.</small>	<input checked="" type="radio"/> #4144B9
Top bar text color <small>Top bar text color</small>	<input type="radio"/> #FFFFFF
Header color <small>Edit the header background color. The header includes the logo and navigation.</small>	<input type="radio"/> #FFFFFF
Header text color <small>Header text color</small>	<input checked="" type="radio"/> #888888
Navigation brands <small>Displays brands in the navigation bar</small>	<input checked="" type="checkbox"/>
Navigation blogs <small>Displays blogs in the header</small>	<input checked="" type="checkbox"/>
Full width navigation <small>Places main menu under header, giving more room for menu and menu items</small>	<input type="checkbox"/>

08 – SLIDER

This category determines the functionality of the slider on the home page.

Width: Here you can determine the type of slider you want.

Screen width: A slider that is as wide as your screen

Site width: A slider that is as wide as the web shop (1180 pixels).

Partial width: A slider of 885 pixels wide. In addition to this slider there will be an image or an optional timer offer.

Animation: This determines the type of animation that is used by the slider. The options are fade and slide.

Animation speed: Here you can specify the speed of the animation in milliseconds (1 second is 1000 milliseconds).

Interval speed: Here you can specify how long each slide will be visible before the transition to the next slide begins in milliseconds.

Banner: This is the image that appears when you have chosen for the partial width slider. This is also the image that is displayed when the optional timer has yet to begin or already is finished. (Dimensions 275x345px)

Link Banner: The image will link to the URL that you entered here.

Timer: If you mark this field the timer will be turned on. Remember that the timer and banner will never be used at the same time.

Year: Here you can enter the year that the timer will begin (this must be a number YYYY).

Month: Here you can enter the month that the timer will begin (this must be a number M or MM).

Day: Here you can enter the day of the month that the timer will begin (this must be a number D or DD).

Hour: Here you can enter the hour that the timer starts (24 hour format so 0 = 0:00 hour, 20 = 20.00 hour).

Interval: This field defines the time in hours for how long each product will be visible. If you enter 24 than every action in the queue takes 24 hours.

Timer Background colour: This is the colour of the timer and the labels underneath.

Timer text colour: This is the text colour of the numbers in the timer

The products of the timer are extracted from the “Timer” category. You’ll have to create a category in your web shop called “Timer” then all the items in this category will be removed and will be placed in the queue of the timer. There is a limit of 24 items. Do not forget to unmark the visibility in the catalogue for this category because otherwise these will appear in your menus.

Width Slider width	<input type="text" value="Partial width (banner/timer next to it)"/>
Animation Slider animation type	<input type="text" value="Fade"/>
Interval speed How long each slide is visible in ms	<input type="text" value="7000"/>
Animation speed Slider animation speed in ms	<input type="text" value="1000"/>
 Banner <input type="button" value="Browse"/>	
 Banner large <input type="button" value="Browse"/>	
Banner link Slider banner link	<input type="text"/>
Timer Enable/disable discount timer next to slider if slider width is set to partial width	<input checked="" type="checkbox"/>
Year Start year of timer. Format: numeric (YYYY)	<input type="text" value="2015"/>
Month Start month for timer. Format: numeric (MM)	<input type="text" value="04"/>
Day Start date for timer. Format: numeric (DD)	<input type="text" value="28"/>
Hour Start hour for timer. Format: numeric. 24 hour scale (HH) Example: 0 = 0:00, 20 = 20:00	<input type="text" value="0"/>
Interval Duration of each individual product in hours	<input type="text" value="8760"/>
Timer background color Timer labels and titles background color	<input checked="" type="radio"/> #8C8FEC
Timer text color Text color of timer labels	<input type="radio"/> #FFFFFF

09 – USP

On the home page of your web shop you can place two bars with your own given text and colours. If you have specified text a headline stroke will appear under the slider. This will also appear if you use the partial width slider; even if you don't have specified text. The Footer stroke will be shown under the content in the home page and above the optional footer content from the homepage as the newsletter etc.

USP 1 up to 4: Here you can enter a text which then will appear above the slider on the home page and in the sidebar of the subsequent pages. Be careful that it does not appear above the slider if you set the slider to full width of the screen, or if you don't have a slider.

Headline Text colour: This determines the text colour of the headline stroke.

Headline Background colour: This determines the background colour of the headline stroke.

Headline USP: Here you can enter the text that will appear in the headlines.

Footer text colour: This determines the text colour of the footer stroke.

Footer Background colour: This determines the background colour of the footer stroke.

Footer USP: Here you can enter the text that will appear in a stroke.

If you want to translate the specified text you can do this with "Design" > "Custom Translations". You can click on the green plus sign at the top and you can fill in your text in the key field. Please note that the text you have entered in the key field must be copied exactly. (Case sensitive). After that you can fill in the different languages.

USP 1 First of 4 USPs for above the slider (if not screenwidth) and in sidebar for subsequent pages	<input type="text" value="Order before 22:00, shipped tomorrow!"/>
USP 1 URL Enter the URL where the visitor goes to when he / she clicks on the first USP.	<input type="text"/>
USP 1 Target Activate to have open a new window after clicking the USP	<input checked="" type="checkbox"/>
USP 2 Second of 4 USPs for above slider (if not screenwidth) and in sidebar for subsequent pages	<input type="text" value="Free delivery in the Netherlands and Belgium"/>
USP 2 URL Enter the URL where the visitor goes to when he / she clicks on the first USP.	<input type="text"/>
USP 2 Target Activate to have open a new window after clicking the USP	<input checked="" type="checkbox"/>
USP 3 Third of four USPs for above slider (if not screenwidth) and in sidebar for subsequent pages	<input type="text" value="Customer service from 9:00 to 22:00"/>
USP 3 URL Enter the URL where the visitor goes to when he / she clicks on the first USP.	<input type="text"/>
USP 3 Target Activate to have open a new window after clicking the USP	<input checked="" type="checkbox"/>
USP 4 Last of 4 USPs for above slider (if not screenwidth) and in sidebar for subsequent pages	<input type="text" value="7 days a week delivery"/>
USP 4 URL Enter the URL where the visitor goes to when he / she clicks on the first USP.	<input type="text"/>
USP 4 Target Activate to have open a new window after clicking the USP	<input checked="" type="checkbox"/>
Headline text color Text color of the bar below homepage headings	<input checked="" type="radio"/> #888888
Headline background color Bar below homepage heading background color	<input type="radio"/> #F3F2F8
Headline USP Text that appears in a bar below homepage headlines	<input type="text" value="We offer you the latest trends in the electronics field!"/>
Footer text color The text color of the bar above footer	<input type="radio"/> #FFFFFF
Footer background color Bar above footer background color	<input checked="" type="radio"/> #4144B9
Footer USP The text that will appear in the line above the footer	<input type="text" value="Call us now and order your products - 012 3456 789"/>

10 – CONTENT

Here you can turn on/of certain content of different pages.

Reviews: If you mark this the reviews of your products will be enabled. These are visible on the product page and in the product blocks.

Tags homepage: If you mark this the tags of your products will be displayed on the homepage.

Products in category: If this is marked it shows how many products a category contains.

Show stock level: This determines whether the stock level of a product must be displayed on the product page.

Category auto slide: If you mark this the category slider on the homepage will automatically slide.

Brands auto slide: If you mark this the brands slider on the homepage will automatically slide.

Infinity scroll: If you mark this and you have a category with multiple pages with products this will be automatically loaded if you scroll down.

Reviews Displays reviews	<input checked="" type="checkbox"/>
Tags homepage Displays tags on the homepage	<input checked="" type="checkbox"/>
Products in category Displays amount of products in the category	<input type="checkbox"/>
Show stock level Displays stock levels on the product page	<input checked="" type="checkbox"/>
Category auto slide Enable/disable auto-slide for the category slider on the homepage	<input type="checkbox"/>
Brands auto slide Enable/disable auto-slide for the brands slider on the homepage	<input type="checkbox"/>
Activate Brands Activate/deactivate the brands on the homepage	<input checked="" type="checkbox"/>
Activate Blog on the homepage Activate/deactivate the blog on the homepage	<input checked="" type="checkbox"/>
Infinity scroll Enable/disable infinite scrolling for product categories	<input type="checkbox"/>
Sidebar position left Reposition the sidebar to the left of the content (disabled = to the right of the content)	<input type="checkbox"/>
To top button position left Reposition the button that appears when you scroll down to the bottom left of the page (disabled = bottom right)	<input type="checkbox"/>

11 – WIDGETS

This category contains the optional widgets that can be added to your web shop.

Kiyoh: Here you can fill in your shop ID to activate the Kiyoh widget. These will be installed in the footer of the website.

Feedback Company: In order to activate the Kiyoh widget you can fill in your widget ID here. This will be installed in the footer of the website.

Kiyoh Enter Store ID to activate widget	<input type="text"/>
Feedback Company Enter widget ID to activate	<input type="text"/>
Yotpo Enter widget ID to activate	<input type="text"/>
Webwinkel widget ID Please enter your Webshop ID to show the Widget in the sidebar again .	<input type="text"/>
Webwinkel widget thema kleur	Dark <input type="button" value="v"/>
Webwinkel widget kleur Choose the colour of the Webshopmark widget.	<input type="button" value="●"/> #4144B9
Loyalty Lion Token	<input type="text"/>
Loyalty Lion Secret	<input type="text"/>

12 – SIDEBAR

Here you can adjust a few things for the sidebar of your web shop that will be used on the subsequent pages.

Folding sidebar menu: If you mark this the menu will be folded. If you don't mark this the menu will be automatically unfolded.

Banner: This is an optional image that can be placed in the sidebar. This must be 290 pixels wide.

Link Banner: Here you can enter a URL which the above image will be linked to.

Folding sidebar menu Enable/disable folding sidebar navigation	<input checked="" type="checkbox"/>
 Banner <input type="button" value="Browse"/>	
Banner link Sidebar banner link	<input type="text" value="http://instijl-test-thema.webshopapp.com/nl/klompen/"/>
Banner URL new window Open the URL in a new window	<input checked="" type="checkbox"/>

13 – NEWSLETTER

Here you can adjust the various settings of the newsletter.

Newsletter: If you mark this the newsletter will be displayed in the footer of your web shop.

Newsletter banner: Behind the newsletter you can place an image. This has to be 235 pixels high.

Newsletter background image: Behind the banner you can upload an image. This will be shown slightly above and below the banner and can be used to create a pattern for example.

Newsletter background position: This determines the positioning of the image that has been uploaded in the previous field.

Newsletter background repeat: This determines how the image will appear. For example: normal display of the image or repeated creating a pattern.

Newsletter

Displays the newsletter on the homepage

 Newsletter banner

 Newsletter background image

Newsletter background position

Uploaded background position

Newsletter background repeat

The way the background is repeated

14 – GOOGLE MAPS

Directly above the footer you can place Google Maps.

Maps: If you mark this field Google Maps will be activated.

Address: Here you can fill in the address.

City: Here you can fill in the city.

Country: Here you can fill in the country.

Marker image: Here you can upload an image that will be used as the marker of the location in Google Maps. If you don't upload an image Google Maps will use its own marker.

Black and White: If you mark this field Google Maps will be displayed in black and white. Otherwise it'll be shown in colour.

Google maps key For new shops you need create a new api key to enable the Google map https://developers.google.com/maps/documentation/javascript/get-api-key#key	<input type="text"/>
Maps Enable/disable Google Maps on the homepage	<input checked="" type="checkbox"/>
Address Street name and house number	<input type="text" value="Mors 11c"/>
City	<input type="text" value="Eibergen"/>
Country	<input type="text" value="Netherlands"/>
 Marker image <input type="button" value="Browse"/>	
Black and White Enable/disable black and white Google Maps	<input checked="" type="checkbox"/>

15 – SOCIAL MEDIA

Here you can enter the URL of the various social media platforms.

Facebook Add your Facebook URL to display the Facebook icon in the footer	<input type="text" value="http://www.facebook.com/SEOshop"/>
Twitter Add your Twitter URL to display the Twitter icon in the footer	<input type="text" value="http://www.twitter.com/SEOshop"/>
Google+ Add your Google+ URL to display the Google+ icon in the footer	<input type="text" value="https://plus.google.com/+SEOshopNL"/>
Pinterest Add your Pinterest URL to display the Pinterest icon in the footer	<input type="text" value="https://www.pinterest.com/SEOshop"/>
Youtube Add your YouTube URL to display the YouTube icon in the footer	<input type="text" value="http://www.youtube.com/user/getSEOshop"/>
Tumblr Add your Tumblr URL to display the Tumblr icon in the footer	<input type="text" value="http://www.tumblr.com"/>
Instagram Add your Instagram URL to display the Instagram icon in the footer	<input type="text" value="http://www.instagram.com"/>
LinkedIn Add your LinkedIn URL to show the LinkedIn icon in the footer.	<input type="text"/>

16 – FOOTER

This category determines the colours of the footer of your web shop.

Footer colour: This will be the background colour of the footer.

Footer text colour: This will be the text colour of the footer.

Head colour: This determines the text colour of the buttons of the footer.

Icon colour: Here you can determine the background colour of the social media and business icons in the footer.

Icon text colour: Here you can determine what the text colour will be of the icons.

Copyright colour: This determines the background colour of the copyright bar at the footer, the colour of the line under the heads and the background colour of the links when you go over it with your mouse.

Copyright text colour: Here you can determine what the text colour of the copyright bar will be.

Footer color Edit the footer background color	<input type="radio"/> #F3F2F8
Footer text color Footer text color	<input checked="" type="radio"/> #888888
Head color Text color of footer headings	<input checked="" type="radio"/> #4242BA
Icon color Footer icons background color	<input type="radio"/> #CBCBF1
Icon text color The text color of the icons in the footer	<input type="radio"/> #FFFEFF
Copyright color Footer copyright mark background color	<input type="radio"/> #C3C2C8
Copyright text color Text color of copyright symbol at bottom of footer	<input type="radio"/> #FFFFFF

5 [CONTACT

If you need any help, don't hesitate to call or e-mail us:

Contact us by phone:

+31(0)88 023 33 55

Workdays from 9.00 till 17:00

Visitor address:

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Mors 11c

NL - 7151 MX EIBERGEN

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