DOCUMENTATION

InStijl Media Theme Deluxe

Content

Installation

If you want to install the InStijl Media Theme Deluxe you go to the theme store. Once in the theme store you choose the theme InStijl Media Theme Deluxe.

The theme contains 4 style variations:

- Standaard (Default)
- Orange
- Black
- White

"Default" is the standard installation. Then you either have the choice to choose one of the 4 style variations, either to establish themselves together as a custom style.

If you want to use one of these presets, go to Design > Settings (Instellingen).
Thereafter you choose at the first category "Preset" the style you want.

Functions

Custom & fixed

Sticky Topmenu
When you scroll down, the topmenu sticks to the top of the screen.

USP Text top left
To be adjusted at: Design -> Settings -> USP text
Number of characters including spaces: 33

Topmenu icon
Now set your own topmenu icon and link it to the associated page. An easy way to show users your certification, most active social media or partner site fast.

LoyaltyLion
In our latest theme we also offer the option to have an integrated version of the LoyaltyLion app on your site. Without customers have to see the distracting LoyaltyLion tab, they can still use this app easily.

Social Media rollover buttons
You can specify a link to your Facebook, Twitter, RSS, Google, LinkedIn, Pinterest, Stumbleupon, Reditt, Instagram and Tumblr account. Then an icon will appear in the footer of the theme.

Index

Slider
You can also add images to the slider on the homepage via Design > Headlines (940x432px).

DayDeal Timer
Bring an action product extra to the attention with the new DayDeal Timer. With this DayDeal Timer you can put a product temporarily in the spotlight to bring extra attention. Set your DayDeal Timer by yourself for each product of choice and get the maximum out of your product. It is also possible to upload a customize photo and use it for this DayDeal Timer.

Tabs
All of your new, populair and recommended products are now clearly displayed in three functional tabs.

Discount corners
The special deals will now show discount corners. At a discounted product a sale corner appears and at a sold out product a sold out corner. You can easily insert the new and bestseller corners at your products by yourself.

Collection

Collection banner
You can now upload a collection banner by category for the collection page.

Product roll-over
The products on the collection page now have a roll-over to show the details of the product. Now scroll easily to the relevant products and see the details of a product by the roll-over.

Recently viewed
The recently viewed products are displayed on the side of the subsequent pages.

Product

Double Product Zoom
On the product pages you can now zoom in on the product images in two different ways. You can move your mouse over the product image to zoom and you can click the thumbnails to see the original image. On the product page it is displayed on 335x335px. It's recommended to use an image with at least these dimensions or even more because of the zoomfunctions.

Detailtabs links
All your information, specifications, reviews and tags easily and compact displayed in four tabs. View easily and quickly all of the product details.

YouTube
It is now possible to add YouTube video to your products to give users a little preview about the product.

Contact details translate
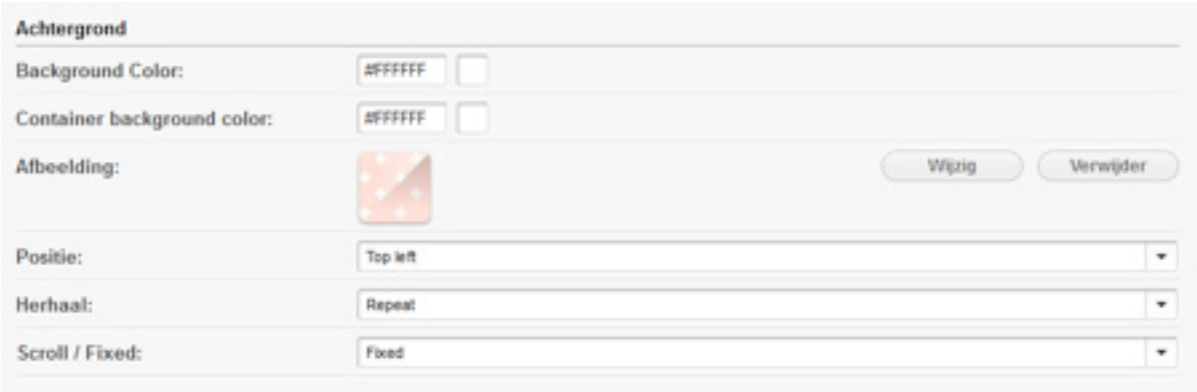This is to adjust at: Design -> Custom translations.

Social Media buttons
Now also two social media buttons on the product page where people can share products with each other.

Settings

Custom & Fixed

Background

The first category contains the values that determine the background of the website.

-     Background Color is the background color of the space around the site where you can also place an image.
-     Container background color is the background color of the site itself. It is usually white, but you can give this another color if you like.
-     Image (afbeelding) is the image you can place on the background.
-     Position (positie) is the position you would like to give the image. The standard is top left.
-     Herhaal determines if the image should be repeated or not.

1.   **Repeat:** repeat the image both horizontally and vertically.
2.   **No-repeat:** the image does not repeat. This is usually done for large images.
3.   **Repeat horizontal:** repeat the image horizontally.
4.   **Repeat vertical:** repeat the image vertically

-     Scroll/Fixed determines whether the images scolls along.

1.   **Scroll: the image scolls along**
2.   **Fixed**: the image is fixed

Corporate identity colors

You can change the colors of certains blocks on the site here.

- The primary color (primaire kleur) is the color of the header.
- The secundary color (secundaire kleur) is the color of the content.
- Menu controls the color of the menu on the topmenu and the navigation menu.
- Text color (tekstkleur) is the color of the texts on the website.
- Footer color (footer kleur) is the color of the footer.

- Header/Logo determines the logo on top of the site. Height: 110px, Width up to 670px
- Favicon is the image that will be placed for example next to the name of your webstore in the tab (16x16)

USP Banners

In the backoffice at Design > Settings under the heading General, the USP bar can be found where you can upload an image of you choice who will appear in the topmenu.

Topmenu icon

You can now set your own icon and link it to the page you want. Fill in the URL of the website at the textbox, for example: www.google.nl and upload your icon.
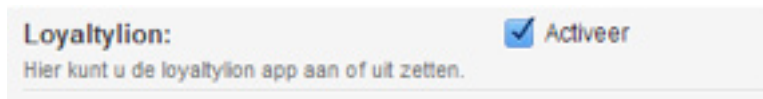

Images menu

You can upload these images when you go to "Categories" in the left menu, then you go to subcategory and upload the image where you can upload the image. The optimal dimensions for the images in the menu are 120x120px. If you do not prefer this, you can hide the icon by activating the checkbox under the same headline and the icon will disappear from the topmenu.

LoyaltyLion

For webshop owners who like to use the LoyaltyLion app: we now have this app intergrated into our template. You can try this app in the 14 days free trial, thereafter you spend a monthly fee of at least €14,95.

For webshop owners who does not like to use the LoyaltyLion app, we have made a handy checkbox in the backoffice. By leaving this checkbox blank, LoyaltyLion will not appear on your site.

-     Hide 'New in shop' (verberg 'Nieuw in winkel') hides the tab New in shop (nieuw in winkel).
-     Hide brands (verberg merken) hides the 'Brands' button in the menu.
-     Hide numbers (verberg aantallen) hides the discount labels.
-     Hide blog from navigation (verberg blog van navigatie) hides the blog from the navigation bar.
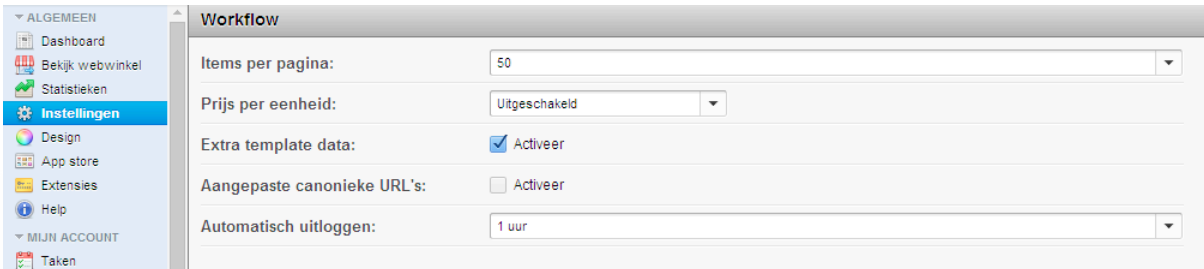
Social media roll-over buttons

You can set the social media roll-over buttons in the footer of the website here. Put the right URL in the text field to the page where the buttons should refer. If you leave the text field blank, the buttons from the footer will disappear.
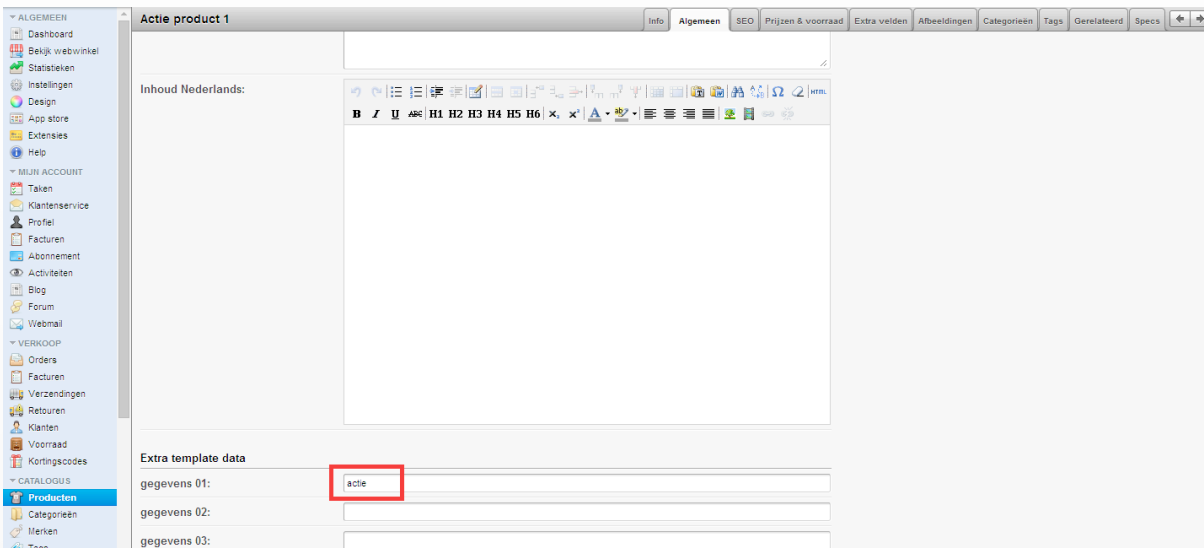
Filter action products out of the other products (optional)

As you may have noticed, the action product still appears on the homepage among other products. If you want the product to be displayed only in the DayDeal Timer, you can do the following:

In the left menu, go to Settings > Workflow, then you see a page with functions. The third function is the checkbox "Extra template data". Activate this checkbox and go in the left menu to products.

At products you select the product you use as action product. You see three extra added text fields at the bottom. Type 'action' (actie) in lower case at the first new added text field (data 01).

The product will not appear among other products anymore.

Extra image for DayDeal Timer (optional)
You can now import a special image for the DayDeal Timer to bring extra attention to your product with a special DayDeal photo. This photo appears on the place at the home of the actiontimer, but when you go to the product, the image appears at the product you upload.

DayDeal Timer closed (optional)
When DayDeal Timer is set to an elapsed timer, the timer will close automatically and a banner you can adjust in the back-office appears. You can also add a link to this banner.

When you do not have the time to keep up the DayDeal Timer, you can set a timer on a past date and replace it by a banner. You can set the DayDeal Timer again at any moment.

Discount corners

In this theme you can also use the discount corners to indicate which products are discounted, bestseller, new or sold out. These corners are easy to set and the sale and sold out corners are even set for you already. See below how the discount corners work.

Sale - This corner appears when something is discounted, so when you have also filled in the old price of the product.
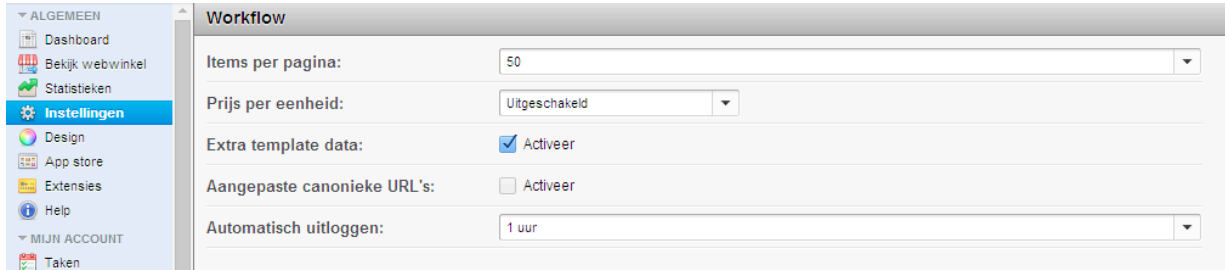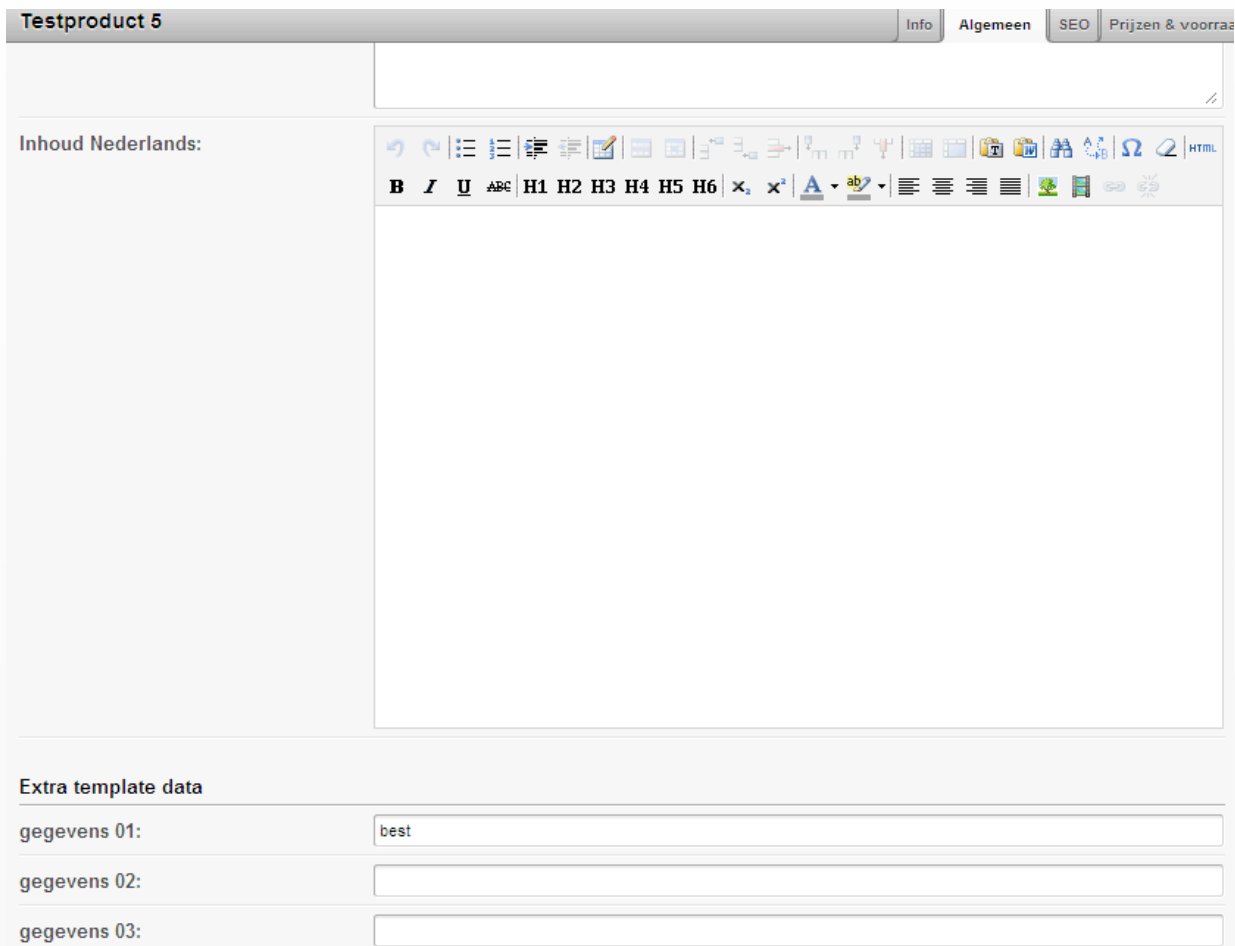
For example:

Bestseller

You can set this corner by yourself at products. Go in the left menu to Settings > Workflow

In the left menu, go to Settings > Workflow, then you see a page with functions. The third function is the checkbox "Extra template data". Activate this checkbox and go in the left menu to products.

At products you select the product you want to use as a bestseller product. You see three extra added text fields at the bottom. Type 'best' in lower case at the first new added text field (data 01).

New - At New you do exactly the same as shown at 'best' only instead of 'best' you fill in 'new' at the extra template data in the text field of the first row named data 01.

Sold out - This corner is automatically assigned to a product when a product is out of stock.
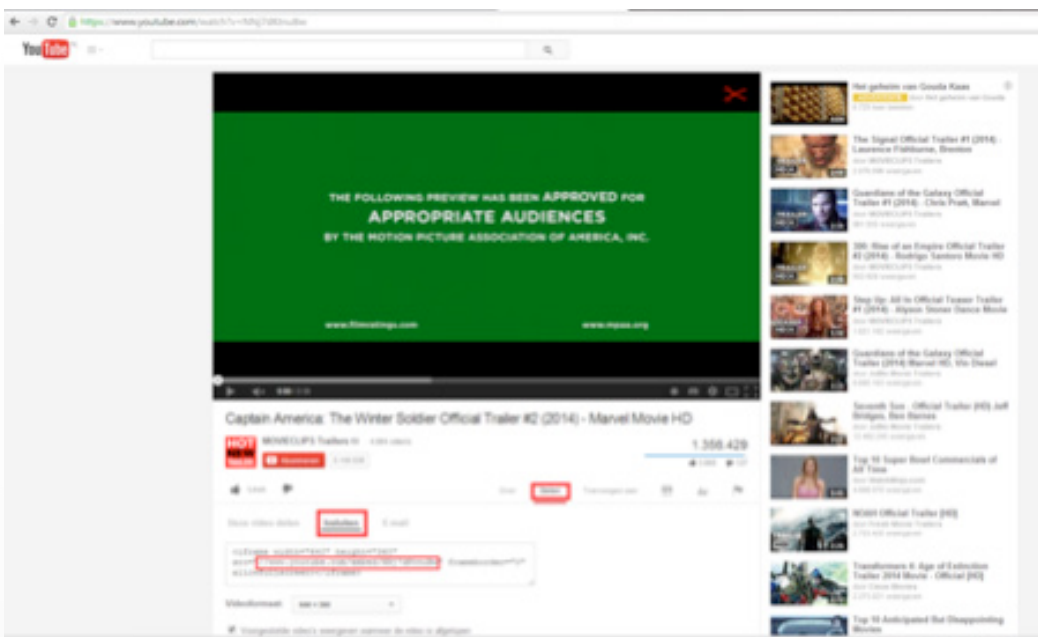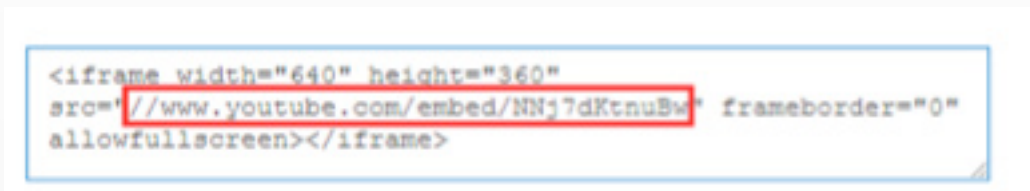
Collection & Product

Collection banner
The collection banner is easy to set: go to categories and select the category you want to add a collection banner. Then you can easily upload a baner at image. The dimensions of this banner are 995x290px.
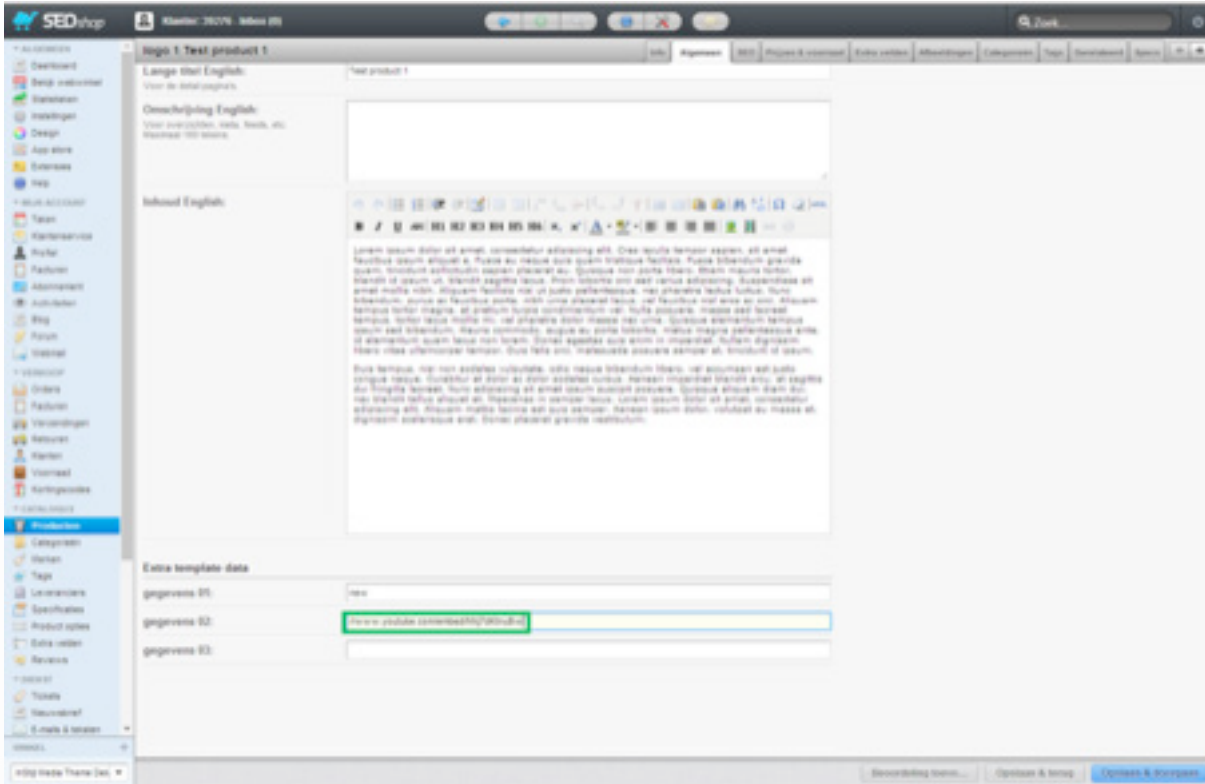
Add YouTube video
If you want to add a YouTube video to a product, search on YouTube for the video you want on your product page. Then look under the video and click "Share" > "Embed".
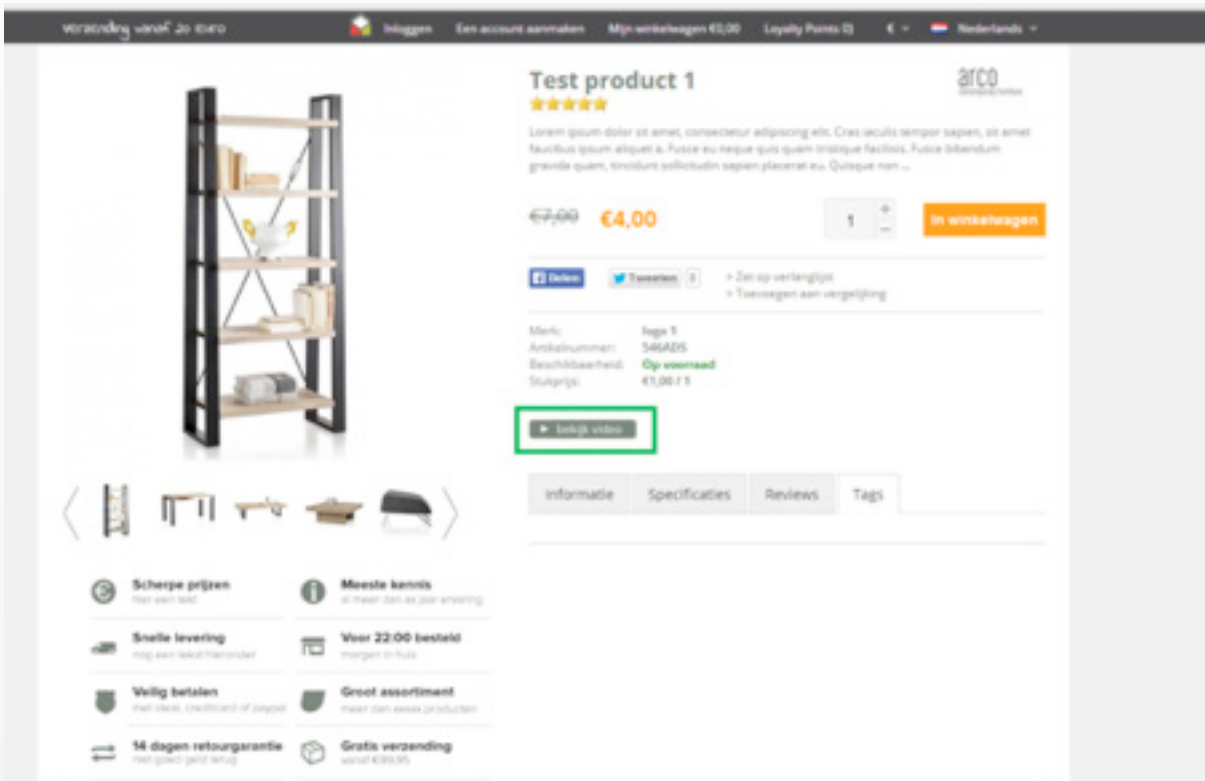

The only thing you have to do is copy the link between the quote marks of src=. See the image below for clarification.

Then go into the backoffice to the product you want to add a video to. Paste the link you just copied into the text field after data 02. See the picture below for clarification.

If all is well, a button appears on the product page that says "Watch video". If you click on this button, the video appears in a fancybox.

Adjust collection headers

You can adjust the collection header everywhere. Go to the category and upload an image where you can, except at main categories and subcategories. These places are reserved for in the menu and the four images under the header. It is still possible to upload a collection header for the main categories and subcategories.
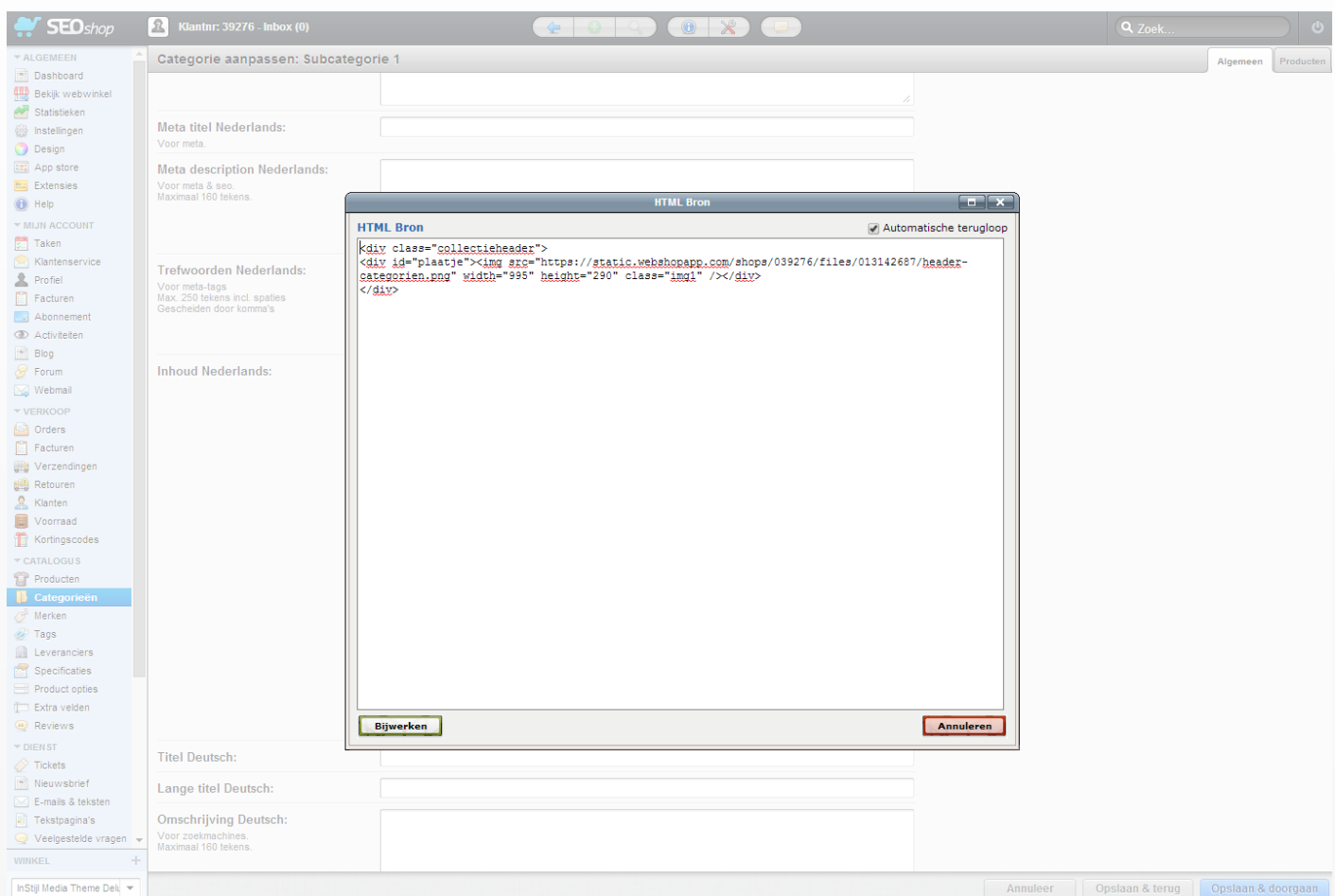
Step 1

The first thing you have to do is go to Design > Settings in the left menu and make sure the checkbox after "hide collection header" is unchecked at General. You do not want to hide your collection headers.

Step 2

Then you upload the image you want to use as a header for the main categories and subcategories in the file of your webshop. You can do this by going to the files in the left menu (somewhere down under tools) and click the green plus sign on top to add a file. Upload your image.

Step 3

Next you go to categories in the left menu and go to main categories and subcategories. Then go to Content English / Inhoud Nederlands and click on the HTML button on the far right in the tools of the content editor. Now you should see the following screen:

Probably there is no code yet. If that is the case, copy the code below, place it in the blank field and click update. Now there will appear an image that is not the right one.

Copy this code:

```
<div class="collectieheader">
<img src="https://static.webshopapp.com/shops/039276/files/013142687/header-categorien.png" width="995" height="290" />
</div>
```

Step 4
You can adjust this image by clicking once on the image and then click on the icon with a tree. If you click on the icon next to file/URL, you can upload the image you just added in the file map. Upload the file and click update. You should now see your image in the content. When you click the blue save button, the header will appear on the collection page.

Last comment
If you do not like the collection headers anymore, you can easily turn them off by removing the image out of the content of the category. Also check the checkbox at Settings.

in stijl media

Price list

BASIC	DELUXE	MEDIUM
€ 199	€ 749	€ 499
Colors	Colors	Colors
Labels (sale, new, sold out)	Headers	Headers
Call-to-action banners	Call-to-action banners	Call-to-action banners
	Labels (sale, new, sold out)	Labels (sale, new, sold out)
	USP bar	USP bar
	Widgets intergration	
	Free Online Marketing Scan	

MOST CHOSEN

Contact

If we can be of service with something we would love to hear from you.

You can reach us by telephone at:
+31(0)88 023 33 55
Work days from 9.00 until 17.00 uur

Visiting address
InStijl Media
Mors 11c
NL - 7151 MX EIBERGEN

Mailing address
InStijl Media
Postbus 53
NL - 7150 AB EIBERGEN

info@instijlmedia.nl
www.instijlmedia.nl