in stijl media

DOCUMENTATION

InStijl Media - Ultimate Theme
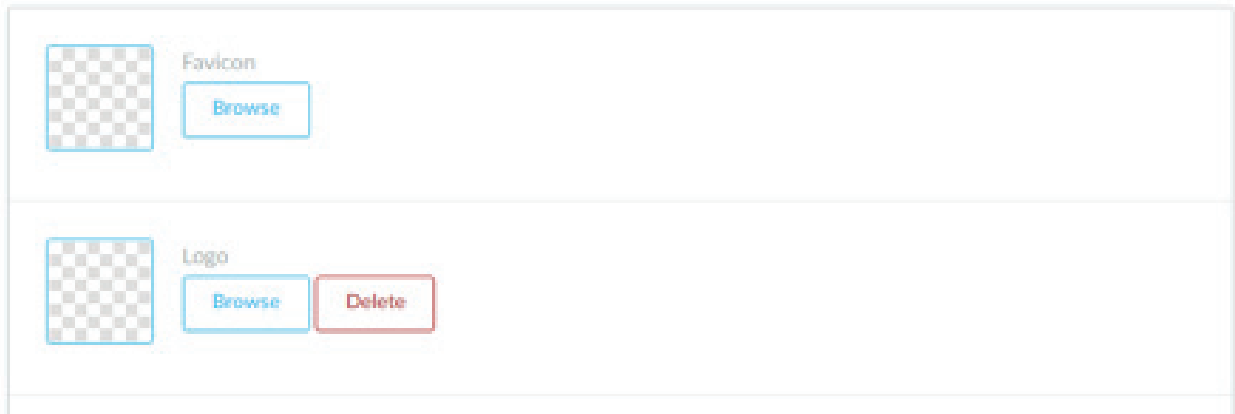
1. Inhoudsopgave

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1. | General

1.1 LOGO
(200x52px) Here you can adjust the logo and the favicon of your webshop. The maximum width of the logo is 200px (400px for retina) and the height is 51 pixels. The favicon must have a width and height of 16 pixels
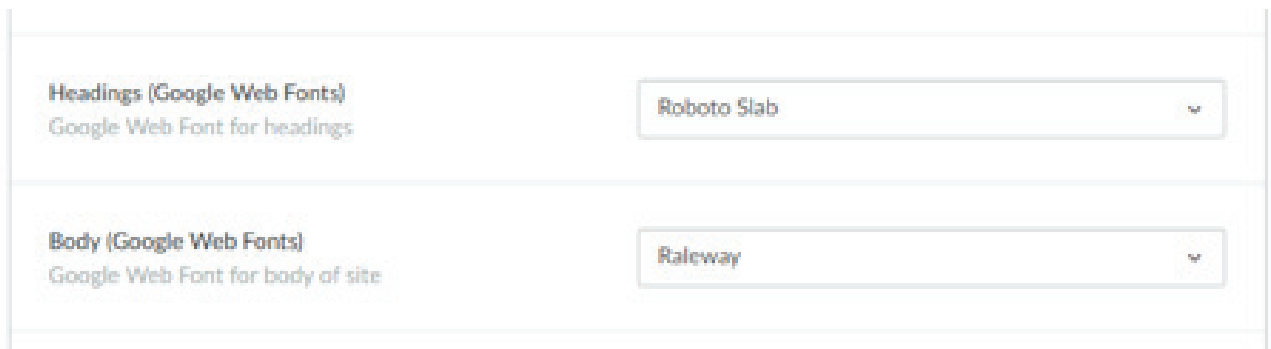
1.2 FONTS
Here it is possible to adjust the general texts of the website.

- **Titel (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.

1.3 BACKGROUND

- **Body:** Here you can adjust the background colours of the theme.

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

- **Background position:** This determines the position of the image that is uploaded in the previous field.

- **Repeat background:** Here it is determined how the image is systematically displayed. For example: is the image displayed normally, or is this repeated so a pattern occurs.

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- **Size background:** Here it is determined how the image is systematically displayed. For example: is the image displayed normally, or is this repeated so a pattern occurs.

1.4 COLOURS

In the Ultimate theme it is possible to adjust the primary and secondary colour, so you can easily and cleanly implement your own corporate identity in this theme.

- **Primary colour:** All call to action buttons, shopping trolley circle at the top, category bars in the carousel, Shop now button, copyright left.

- **Secondary colour:** In our standard theme this is the colour green. With this you change the highlight icon, demo bar, highlight hovers, slider circles, newsletter sticker background, filter active colour.

- **Header:** We recommend that you leave this standard on white. Here you can change the colour of the header as desired. The background colour of the strip with the logo, search bar, hallmark and shopping trolley button changes.

- **Navigation:** We recommend that you leave this standard on white. Here you can change the colour of the navigation bar as desired. The background colour of the navigation bar where the categories are mentioned, changes.

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▪ **Footer:** We recommend that you leave this standard on white. Here you can change the colour of the footer as desired. The background colour of the footer changes.

Primaire kleur	🔴 #FB065A
Secundaire kleur	🟢 #57E1C0
Header (We recommend to not change this color.) Change here the color of the header.	⚪ #FFFFFF
Navigatie (We recommend to not change this color.) Change here the color of the navigation bar.	⚪ #FFFFFF
Footer (We recommend to not change this color.) Change here the color of the footer.	⚪ #FFFFFF

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2. LAY-OUT

2.1 USPS

Here you can set all webshop USPs and these will be displayed at several places. These are namely displayed at the top of the top navigation, below above the footer and after 8 products on the collection page.

There is a separate possibility for the product page to add USPs for all products.

2.2 SEARCH BAR

Our improves search bar can be set in 2 ways. You can select the option that the search bar searches for the product in the different categories or that you disable this dropdown and fully focus on the live search.

▪ **Live Search:** Completely focuses on the live search functionality and shows products that comply with 3 or more entered characters.

▪ **Categories Search:** Searches when you click on enter in a specific category that you select in the dropdown menu.

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2.3 HALLMARK

Now you can give your main hallmark a prominent place with this theme and add a link to it, so the reliability of your webshop stands out immediately.

2.4 WIDGET'S

You can set a widget for the service desk and the collection page. This theme offers as option to add kiyoh, feedback company, webwinkelkeur, TrustPilot.

- **International:** With this you can tick whether or not you want to display the different countries in the footer.

- **Feedback widget:** Here you can select which widget you want to use.

- **Feedback review key:** Here you can enter the relevant key of your feedback widget.

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2.5 IMAGES

The selection fields below these categories determine the display of the product, category and brand images. When one of these is ticked, the image is filled so there are not white areas at the sides of the images.

Optimal formats of the images are:

- **Category images:** (at least 290x230px) If the uploaded format is different, white edges will appear; which can be solved by ticking appropriate images.

- **Product images:** (at least450x450px) in connection with the enlargement on the product page. If the uploaded format is different, white edges will appear; which can be solved by ticking appropriate images.

- **Brand images:** (at least 150x100px) If the uploaded format is different, white edges will appear; which can be solved by ticking appropriate images.

2.6 PRODUCTS

- **Product title:** Display the full title product title (Brand title + Product title). When this is deactivated, it will only show the product title.

- **Price display:** Select whether you want the standard price display or the price display that when something is .00 it automatically becomes .- (For example €10.00 becomes €10.-).
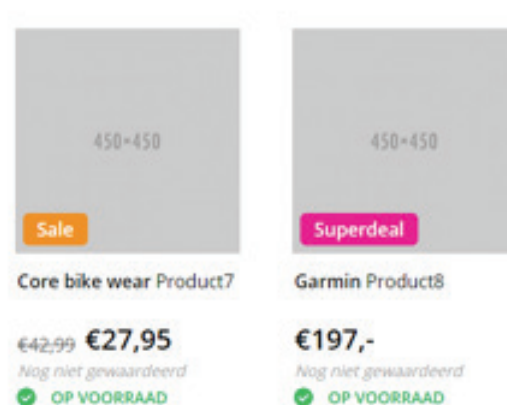
2.7 FOOTER

- **Footer USP:** Activate the USPs that are below in the footer. These are the same USPs that you have entered before with 2.1 USPs.

- **Newsletter:** Here you can activate the newsletter in the footer.

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3. | Home page

3.1 SLIDER

Here you can select what style of slider you want. There are two choices to give the top piece the desired style.

▪ **Style 1:** (690x425) In this style you have a vertical navigation menu, a slider and a service desk at the top. If you want to use a service desk where you enter the opening times yourself and if you want to give people a familiar feeling this style is recommended.
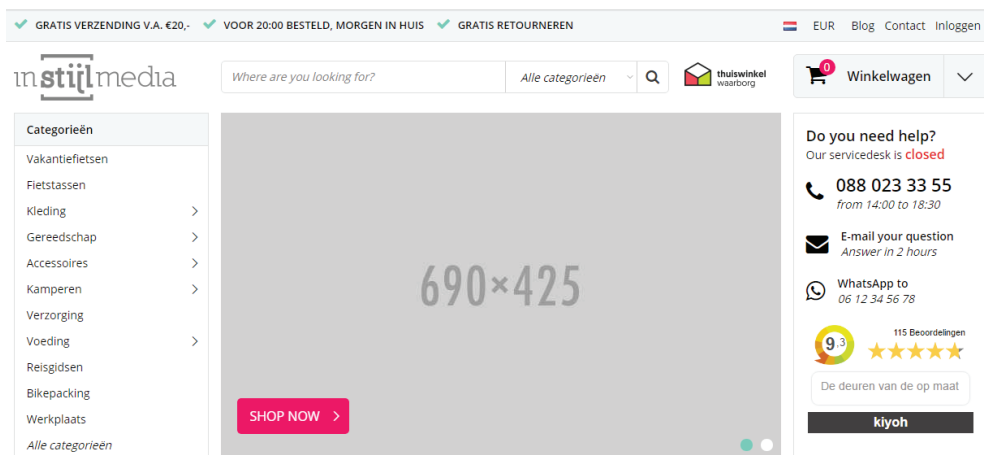
▪ **Style 2:** (945x425) In this style the service desk is disabled and the slider stretches itself across the new space that is created. So, you can place wider slider images in your webshop and create more atmosphere via the images.
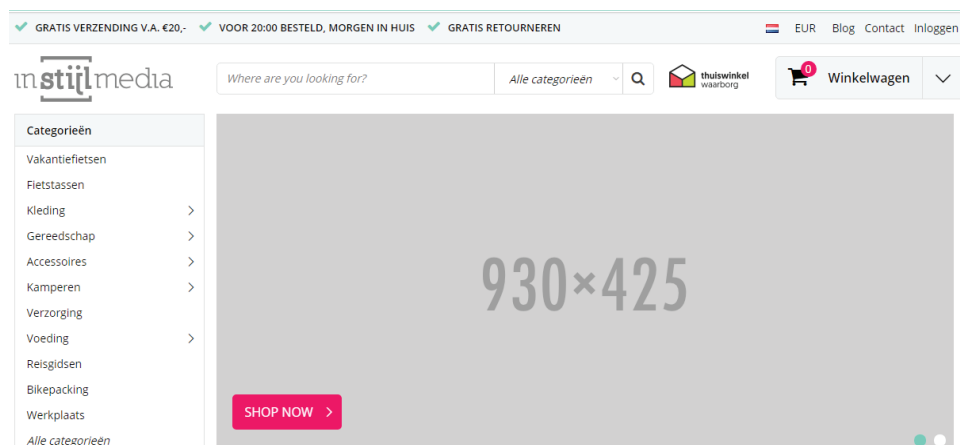
3.2 OPENING TIMES (SERVICE DESK)

Just like a large webshops we managed to develop a service desk functionality within Lightspeed. To ensure that this operates as desired, the opening times of each day must be entered. When the service desk is active but no opening times are entered for a specific day, the service desk assumes that you are closed. You can also indicate that you are closed by entering 'Closed'.

The input of the opening times is very determinative, so enter these as follows:
**[starting time) -[closing time]**

The horizontal dash is the separation mark between the starting time and closing time.


3.3 CATEGORIES

Here you can select whether you prefer the categories above the products or rather below the two banners. With this you can determine yourself if it is important for your webshop that the products are at a high level or if you rather want to show the categories first.

- **Above:** Category carousel is placed above the products.

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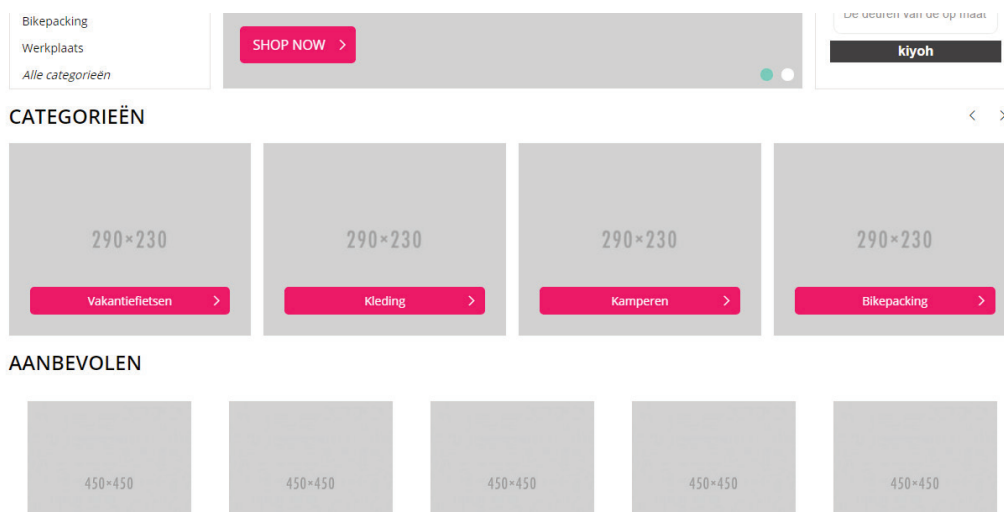
- **Below:** Category carousel is placed below the two banners.
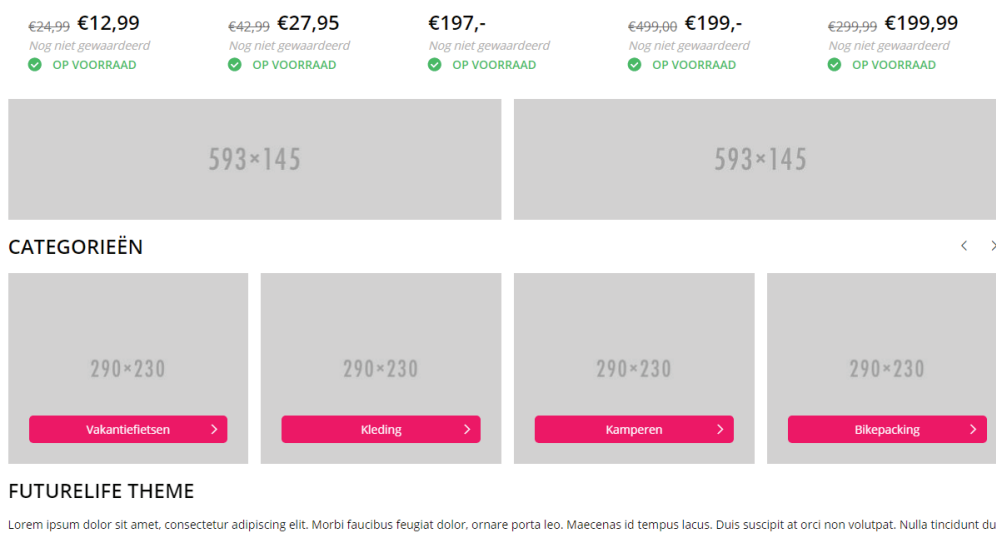
3.4 PRODUCTS

- **Product style:** Here you can select whether you want to display the products in rows of five below each other or that you want to display the products in a carousel.

- **Products:** Here you can select whether you want to display the recommended products (products front page), the latest products or the most popular products.

3.5 BRANDS

Here you can activate the brand slider. Below just above the footer.

3.6 BANNERS

Below the products it is possible to place two banners with a link to a page.

- **Banner left:** (593x145) here you can upload the left image of the two banners.
- **Banner left url:** Here you can place the link that must be put on the left banner.
- **Banner right:** (593x145) here you can upload the left image of the two banners.
- **Banner right url:** Here you can place the link that must be put on the left banner.

3.7 CONTENT

- **Content home page:** Here you can activate whether you want to display the content on the home page.

- **Tags homepage:** Here you can activate whether you want to display the tags on the home page.

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4. Collection page

4.1 FILTER DISPLAY

- **Filter display:** Here you can select how you want to display the filters. You can select 'read more' and subsequently a link with read more will be displayed after 5 filter values, that unfold the remainder if you click on it. Or you can select that the filters are always standard unfolded.

- **Price slider:** Here you can activate the price slider with the filters

Categorieën

Bagagedragers

Fietstrainers

Elektronica

Tassen & Manden

Fietsaanhangers

Lees meer

Kleur

☐ Red (3)

☐ Blue (5)

☐ Yellow (2)

☐ Purple (4)

☐ Green (3)

Lees meer

Size

☐ Small (2)

☐ Medium (4)

☐ Large (3)

☐ Extra large (2)

Merken

● Alle merken

○ Core bike wear

○ Craft

○ Garmin

○ Jack Wolfskin

Lees meer

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4.2 DISCOUNT CORNERS

Here you can find the possibility to change the colours of the discount corners to colours that match your corporate identity. To be able to use the discount corners with your products, the extra template data must be activated beforehand.

You can do this by going to settings >workflow> and then tick the box of activate extra template data. By going to a product and subsequently add the associated code.

Super Deal: Here you can adjust the colours of the super deal corner. To add this corner to a product you must add the code 'super'.

Bestseller: Here you can adjust the colours of the bestseller corner. To add this corner to a product you must add the code 'best'.

New: Here you can adjust the colours of the new corner. To add this corner to a product you must add the code 'new'.

Sale: Here you can adjust the colours of the sale corner. To add this corner to a product you must add the code 'sale'.

Sold out: Here you can adjust the colours of the sold-out corner. To add this corner to a product you must add the code 'sold'.

*All discount corners have a translation tag and via extra translations these can be translated as desired.

450×450	450×450 Superdeal	450×450 Bestseller	450×450 Uitverkocht	450×450 Sale
Craft Product1	Garmin Product2	Jack Wolfskin Product3	Core bike wear Product4	Petzl Product5
€199,-	€197,-	€299,99 €199,99	€199,99	€499,00 €199,-
★★★★☆	★★★☆☆	★★★☆☆	Nog niet gewaardeerd	Nog niet gewaardeerd
✔ OP VOORRAAD	✔ OP VOORRAAD	✔ OP VOORRAAD	✖ NIET OP VOORRAAD	✔ OP VOORRAAD
450×450 Nieuw	450×450 Sale	450×450 Superdeal	450×450 Sale	450×450 Sale
Product6	Core bike wear Product7	Garmin Product8	Petzl Product9	Jack Wolfskin Product10
€24,99 €12,99	€42,99 €27,95	€197,-	€499,00 €199,-	€299,99 €199,99
Nog niet gewaardeerd	Nog niet gewaardeerd	Nog niet gewaardeerd	Nog niet gewaardeerd	Nog niet gewaardeerd
✔ OP VOORRAAD	✔ OP VOORRAAD	✔ OP VOORRAAD	✔ OP VOORRAAD	✔ OP VOORRAAD

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4.3 PAGINATION

On the collection page, it is possible to select the pagination yourself in the Ultimate theme. It is possible to select a familiar pagination with numbers or that you activate the new and improved infinity scroll.

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5. product page

5.1 PRODUCT DETAILS

- **Brand title:** Display the brand title under the product title and on the left next to the review stars.

- **Show stock level:** With this you can activate whether you want to show the stock level or not. When this is disabled then the stock will only show if

- **Product quantity:** Enable or disable the product quantity. When the quantity is not applicable it might be an idea to disable this.

- **Wish list:** Here you can activate the wish list on the product page so people can add products to their wish list.

- **Compare:** Let people add products to comparisons, so they can compare products with each other.

- **Product code, sku, ean:** Here you can activate whether you want to display the article number, the sku and the ean.

- **Price updater:** Here you can activate whether you automatically want the price to be updated on the product page, when an extra field with extra costs is selected. The

5.2 USPS

Choose an appropriate icon for every USP from our pre-selected fontawesome and pe 7 stroke icons. It is also possible to add text. These USPs are added on the product page to the list near the product, so this has a prominent place.

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5.3 SPECIFICATION

▪ **Specification image:** Activate a product image to be placed next to the specifications. When this is not activated the table will be across the full width.

▪ **Product page tags:** Here you can activate whether you want to display the tags of this product on the page.

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6. | Details

6.1 SHIPMENT METHODS

In this theme it is possible to upload a logo for maximum 3 of your shipment methods, that is displayed in the footer. With less than 3 shipment methods you can leave the upload locations empty.

6.2 CONTACT DETAILS

- **Name:** Here you can enter the name of you company.
- **Description:** Here you can enter a short description of your company.
- **E-mail:** Here you can enter your e-mail address, so people can reach you per mail.
- **Telephone number:** Here you can enter your telephone number so people can reach you per phone.

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6.3 SOCIAL MEDIA

Here, as option, you can enter the URL and the various social media platforms.

6.4 YOTPO

In this theme we also offer the possibility to use yotpo instead of the standard Lightspeed review system

6.5 REMARKETING

The Ultimate theme has now also implemented a remarketing tool. By entering your remarketing tags and the google conversion id.

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