AMA SEO
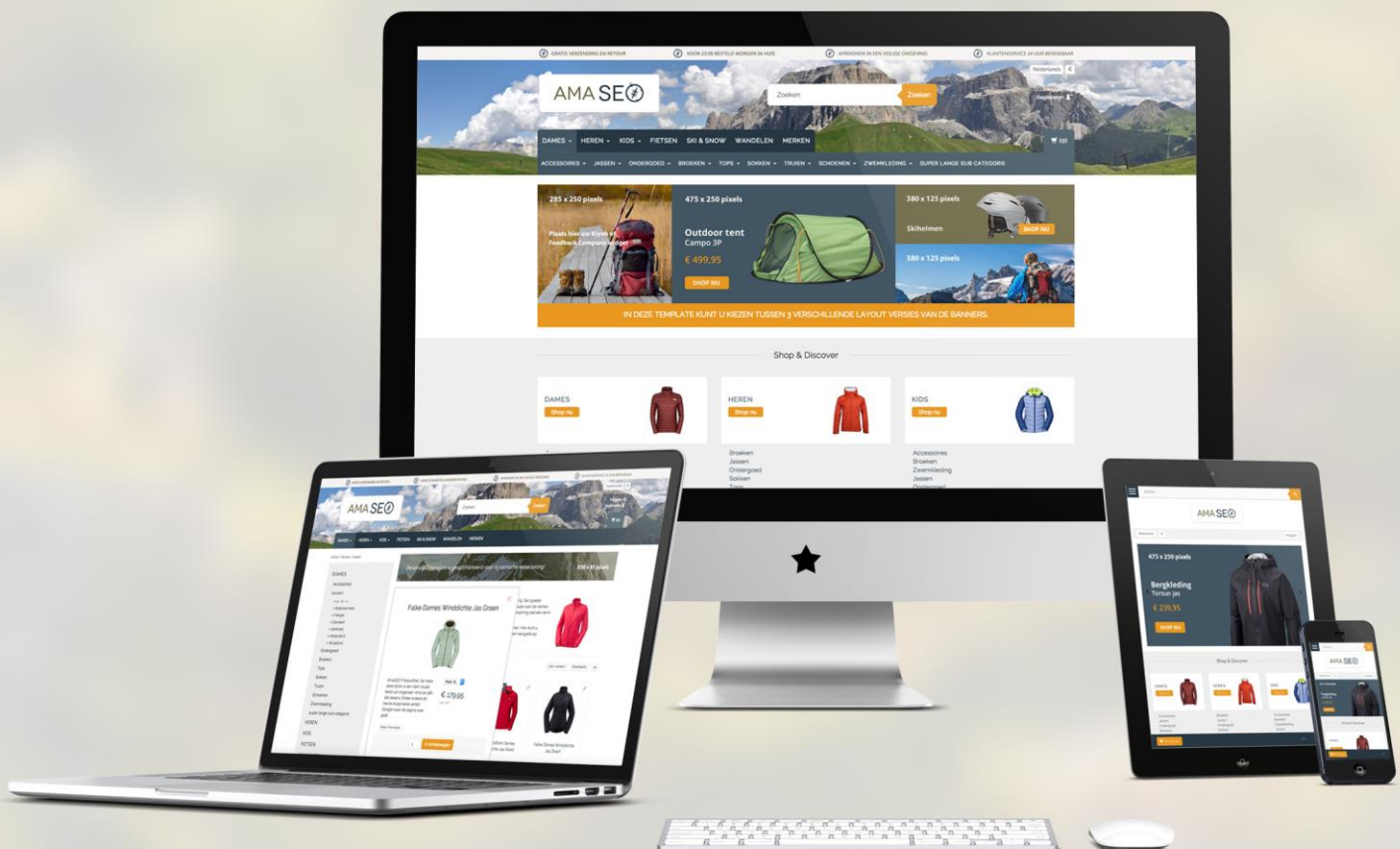
✓ Completely responsive

✓ Retina ready

✓ Choose between a double or single menu

✓ Sticky menu, shopping cart and search bar

✓ Built-in Dynamic Remarketing tag

✓ 3 different homepage slider lay-outs

✓ Fast shop now function on the category pages

Contents

amaSEO theme by OOSEOO

The Amazon.com e-commerce success combined with an amazing design and the SEO & SEA expertise of Internetmarketing agency OOSEOO are the successful foundation of our amaSEO template.

Wonderful conversion-driving design

The amaSEO template is meant for everyone who want to get the most out of his or her webshop. amaSEO's design is based on usability and aspect that can increase conversions, in combination with several unique features that can boost your sales.

amaSEO is optimized for Google AdWords and ready for Dynamic Remarketing!

When you want to start with Dynamic Remarketing in Google AdWords you need to implement the remarketing code. This required remarketing code has been built in in the amaSEO template to save you a lot of time! The only thing you have to do is copy and paste the remarketing script from Google AdWords into the Lightspeed backend. Our amaSEO template manual will give you the instructions on how to easily place the script.

Smart design for both bigger and smaller webshops

Due to its smart design, amaSEO is not only the perfect solution for bigger webshops. The unique structure gives even the smallest webshop a professional look.

amaSEO will be offered in three different editions with each edition having its own look and feel, even though the amaSEO template is standard for every version. Have a look at our three different amaSEO editions:

- amaSEO Outdoor Edition
- amaSEO Beauty Edition
- amaSEO Gadget Edition

The power and strength of our amaSEO template is the way you can easily adjust the many implemented features. A lot of features can also easily be switched on or off in the Lightspeed backend, even if you have no technical skills. This makes it possible for you to set up your webshop the way you like it and "brand" it the way you want it, so that you can reach the right target audience. Nothing's in your way to become market leader!

A few of our customizable features

- Choose between a double or single menu
- Sticky menu, shopping cart and search bar
- Completely responsive
- Retina ready
- Built-in Dynamic Remarketing tag for Google AdWords
- Smart mouse-over shopping cart feature
- 3 different homepage slider lay-outs with optional Pay-off/Slogan
- Choose to showcase 3 or 4 categories in a row on the homepage and Collection pages
- Text can be placed at the bottom of the category pages
- Product images on the category pages can be shows boxed or unboxed (frame around the image)
- Choose between 3 different shopping cart actions
    - 'Shop Now' feature on the category pages
    - "Added to Shopping Cast" Pop Up
- Choose to show 3, 4 or 5 products next to each other on the category pages
- Customizable icons for the wish list
- Category banner
- Productpage banner
- Double footer
- Customizable labels for sale and or promotions
- Lots more ….

Perfect display on desktops, tablets and smartphones!

Of course the amaSEO is a 100% responsive and this means that your webshop will be displayed perfectly on any screen. Based on the device and size of the screen, your customers will always be able to work with an extremely customer-friendly webshop. The amaSEO scores a 100/100 on all aspects Google considers important when it comes to the best user experience for webshops on tablets and smartphones. However, this is not just important for the user experience. It is also important for SEO. It will only be a matter of time before the user experience on mobile devices will an important factor for SEO.

More sales, ready for the future

More and more search queries in Google are conducted on mobile devices. With the 100% responsive and OOSEOO optimized amaSEO template your sales will just keep on growing. Of course this template is the perfect foundation for a 100% OOSEOO proof© webshop!

Excellent support, even when you are no using our template!

The amaSEO does not just show dummy texts that are there for the fun of it. Based on years of experience with SEO and Lightspeed, OOSEOO has placed advice on how to optimize your webshop throughout the template. This way you will know where and what to fill in to make your webshop rank better in Google.

Have a look at amaSEO and explorer the many, many possibilities of this template with your own eyes. Are you looking for tips and tricks on how to optimize your Lightspeed? Then you might want to take a look at the amaSEO demo as well!

About OOSEOO

OOSEOO is a full service agency offering internet marketing and web design services. High quality is a given when you choose to work with u. We also value transparency, communication and customer satisfaction. After all, you success is our success!

With OOSEOO as your partner for your online business you are working together with one of the top agencies in the Benelux. OOSEOO is very proud to be an official Google Partner. As a Google Partner our AdWords campaign meet every high standard Google has set. Our AdWords specialists are fully certified and are always in touch with Google Headquarters in Dublin. This way we are always the first to know about new features and possibilities within Google AdWords.

OOSEOO also has years of experience when it comes to search engine optimization, linkbuilding and content marketing. However, the world of SEO continues to develop day by day and this means we are always working very hard to stay up to date and gain new skills and knowledge. This makes it possible for us to offer you the latest from the SEO world.

To offer full service to our clients we also have the right people in place do design and build beautiful websites and webshops on different platforms, such as WordPress and Lightspeed. Our designers are always focused on usability, better SEO and conversion driving aspects. We combine all of our knowledge and skills to create the best results!

Things to know when installing the amaSEO template

Help! My webshop looks strange after installing the template.
Don't panic, your visitors won't see any strange-looking design. Because you probably visit your own shop frequently, certain elements of the previous template and images are stored in the cache of your browser. This can cause conflicts when changing to a new template.

After you have installed the amaSEO template you will need to refresh your browser. You can perform a hard refresh by pressing CTRL + F5 (on Windows) or CMD + SHIFT + R (on Mac). You can also manually empty the cache through the settings of your browser. After a refresh your webshop will show up as it's supposed to.

Missing images after installing the template.
It is possible that after installing the template some images are missing in your webshop, such as the category banner or product banner. When an image is missing you will see this icon:

When you upload an image, this icon will be replaced by this image.

If you want to remove the icon without using another image instead you will need to go to **Design > Settings** and go to the particular image you want to remove. Simple click remove, even when no image has been uploaded.

Save the changes you made and the icon will disappear.

Retina images
With the amaSEO template you are able to upload Retina images. By uploading your images in Retina, they will appear sharper on tablets and laptops with a Retina screen.

How does Retina work?

A Retina screen has twice the amount of pixels compared to a regular screen. This mean that when using an image with the standard amount of pixels, it will most likely appear to be a bit blurry. By uploading images that are twice its size you can avoid blurry pictures and banners. A Retina screen will size down the image to back to its original size but this time with twice as many pixels. This will result in much clearer images.

What do I have to do?

If you want Retina-ready images, you will need to upload images that are two times as big as the original size. To make it easier for you we tell you both the original and Retina recommended sizes in this manual for each image in the amaSEO template.

0.1 General settings

Design > Edit theme: (General – Visual – 0.1 General)

Display width webshop
Continued:
This means that the content boxes will be stretched to the side to fit the screen.

Boxed:
This means that content has a fixed width.

Background image
You can set a background image for your webshop here.

Repeat image
Here you can choose whether you want to repeat the background image or not. You can also choose between a scroll or a fixed background.

Position image
Do you want to set you background in the middle, top or bottom of your webshop? You can set your preferences here.

Background color
Here you can set the background color for the entire webshop.

Background color content
Here you can set the background color for the content boxes.

Font
Here you can choose between the different font.

Font size
You can set the font size here. Font size differs per font.

Text color
You can set the color of the text on the entire webshop here.

Color buttons
Here you can set the color of the main buttons on the webshop.

Text color buttons
Here you can set the color of the text on the main buttons on the webshop.

Text color prices
Here you can set the color for the prices on your webshop.

Text color links
You can set the color for the links on your webshop here.

Button search bar
You can set the background color for the search bar here.

Button more information
Here you can set the background color for every 'more information' button.

Button shop now
You can set the background color for the 'shop now/add to cart' buttons here.

0.2 Header

Design > Edit theme: (General – Header – 0.2 Header)

Display header

Option 1 – Logo on the left side of the page
By choosing this option your header will look like this:
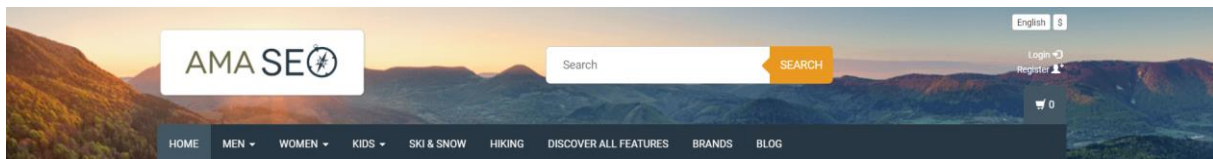
Option 2 – Logo centered
By choosing this option your header will look like this:

Logo
You can upload your logo here.

Recommended size: 250 x 85 pixels

Recommended size Retina: 500 x 170 pixels

Favicon
You can upload a favicon here. Recommended size: 16 x 16 pixels.

Background image header
You can set a background image for the header.

If you have chosen *'Weergave breedte: Doorlopend'* we recommend using an image of at least 2000 x 75 pixels to get the best result. You can also use a smaller image which you can repeat with the option *'Herhaal afbeelding'*.

If you have chosen *'Weergave breedte: Afgekaderd'* and you want the image to be shown full-width we recommend using an image of at least 1170 x 250 pixels.

If you do not upload a background image you can set a background color.

Repeat image
Here you can choose whether you want to repeat the background image or not. You can also choose between a scroll or a fixed background.

Position header image
Do you want to set you background in the middle, top or bottom of your webshop? You can set your preferences here.

Background color header
You can adjust the background color for your header here if you choose to use a color instead of an image.

Text color header
You can change the color of the text in the header here. This applies to the log in and register links.

0.2.1 Header | navigation

Design > Edit theme: (General – Header – 0.2.1 Header | Navigation)

Navigation options

> **Double navigation:**
> When you choose this option you will get a double menu. This means that the main categories and the first subcategories will be shown, without having to hoover over them first. When you hoover over the subcategories you will get a dropdown menu with the sub-sub categories of that particular category.
>
> This feature will really come in handy when you have a webshop with many categories and subcategories.
>
> If you have a lot of main categories but not too many subcategories we recommend you opt for the option 'enkel menu'.
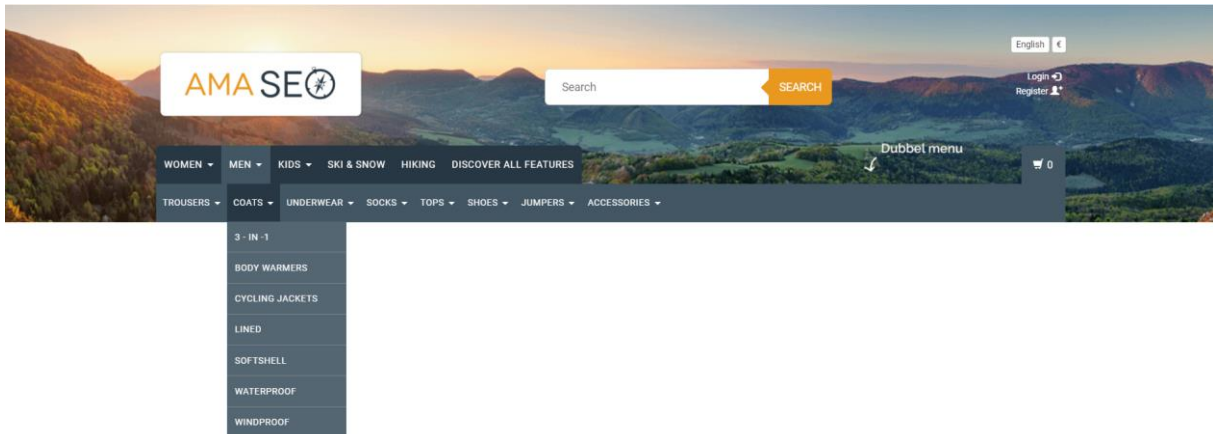
Single navigation:

When you choose this option you will get the standard navigation with just one row of main categories. When you hoover over the subcategories you will get a dropdown menu with the sub categories of that particular category.
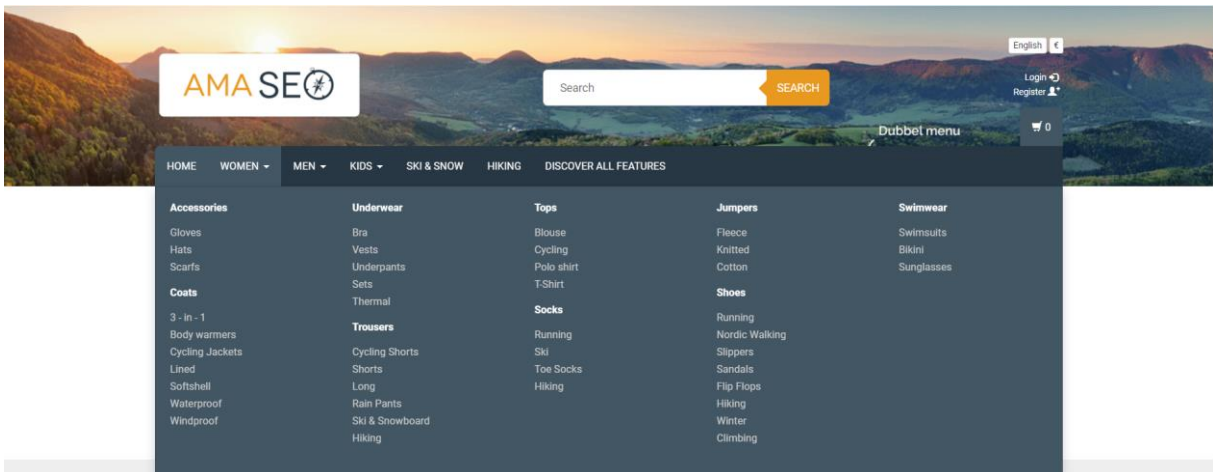
Background color first row

You can set the background color for the first row of your double menu here.

Background color second row

You can set the background color of the second row of your double menu here. We recommend using the same color as the first row but just a few shades lighter to create the best effect.

If you have chosen the option of '2 laags' this color will be used for the drowdown menu.

Text color navigation
You can adjust the color of the text on your navigation here.

Hide brands in navigation
When you have added Brands to your backend you can choose to hide them in then you can hide them by check 'Activate'.

0.2.2   Header | USP's

Design > Edit theme: (General – Header – 0.2.2 Header | USP's)

Visibility USPs
Here you can choose to show or hide the USPs at the top of the page.

USP bar options

    Sticky:
    When choosing sticky you make your USP bar sticky. This means that the USPs will stay at the top of the page, even when people scroll down. The USP bar will be shown just above the navigation, which is always sticky.

    Non sticky:
    When choosing this option the USP bar will not 'stick' to the top of your page.

Background color USPs
You can adjust the background color for your USP here. This only applies when you have chosen *Weergave breedte: doorlopend.* The background color will be stretched to make the USP bar fit the screen.

Tip! Save your USP images as a .png file with a transparant background. This makes it possible to easily change the background color of the USP bar without having to create new USP images every time. Using the same color for the background as your USP images gives the best result.

bing ads   Google AdWords   OOSEOO

USP image 1, 2, 3 and 4

You can upload the USP images here. The recommended size is 285 x 30 pixels. When you happen to upload an image with a different size it will automatically be resized to the correct size which may result in blurry or stretched images.

Recommended size: 285 x 30 pixels

Recommended size Retina: 570 x 60 pixels

Tip! You can also upload the USPs in Retina. This makes the images even sharper on devices with retina screens. If you want to upload retina images you will have to resize the original image to exactly twice its size. This means that every USP image will have to be 570 x 60 pixels. A retina screen will resize this image back to its original size with a double amount of pixels. This will result in bright and sharp images.

USP link 1, 2, 3 and 4

You can give every USP image its own link. For example: if you have USP about Free Shipping you can link the USP to the page about Shipping & Returns.

Tip! Creating perfect USP images was never this easy. Create a new file with a 1170 x 30 pixels size. Place you USPs in this file and make sure they are perfectly aligned. This means that in between every USP you have the same amount of space.

FAST CHECKOUT WITH THE SHOP NOW FEATURE   FOLDING FILTER DISPLAY   DOUBLE OR SINGLE MENU DISPLAY   CATEGORY TEXT ABOVE OR UNDER PRODUCTS

Next you simply cut this file in 4 equally sized parts. Every part being 285 x 30 pixels, which is the size that has been set for the USPs.

GRATIS VERZENDING EN RETOUR   VOOR 23:00 BESTELD MORGEN IN HUIS   AFREKENEN IN EEN VEILIGE OMGEVING   KLANTENSERVICE 24 UUR BEREIKBAAR

It doesn't matter when 1 USP doesn't fit in one image. Every image will automatically put together without any spaces in between. When you cut the image in 4 equal parts it will show correctly on your webshop. It is just like a puzzle that we put together to create one neat image.

0.3 Homepage

Design > Edit theme: (Pages – Homepage – 0.3 Homepage)

Slider speed
You can set the slider speed here. In this case means a higher number a slower slider.

Visibility mobile headlines
You can choose to hide the sliders (headlines) on the mobile view. If you choose the option *Weergeven* the headlines will automatically be resized to the correct size for that particular screen (responsive). You will not have upload separate mobile headlines.

Visibility categories on homepage
Here you can set the visibility of your categories on the homepage. You can either show them or hide them from your homepage.

From a SEO point of view we recommend to not add any unnecessary links on your homepage, such as the categories and products. These will lead to too many links on a page that differ from the keyword the homepage has been optimized for, harming your SEO efforts.

Visibility subcategories on homepage
You can choose whether or not you want to show a list of subcategories beneath the categories on the homepage. When you choose *Weergeven* the first 5 subcategories will be shown. We recommend to hide the subcategories if you have no or just a few subcategories.

Visibility recommended products
Set the visibility of the recommended products. Either hide or show them. You can add the products at Design > Frontpage products. Only products without an old price will be shown here.

Visibility new products
You can hide or show new products. If you choose to hide them, the sale products will be shown full width (only when these products are set on Show).

Visibility sale products
You can choose to hide or show products that are on sale. Hier kunt u de afgeprijsde producten verbergen of weergeven. If you choose to hide them, the new products will be shown full width (only when these products are set on Show). You can add sale products by adding them at Design > Frontpage products. The products without an old and new price will be shown at Featured products, the products with an old and new price will be shown here.

Visibility newsletter sign up

If you want to hide the possibility to sign up for the newsletter you can do that right here. When hiding the sign up form it will also hide the sign up form in the footer.

Visibility tags

With this setting you hide the tags. From a SEO point of view we recommend hiding the tags on both the homepage and category pages. Here's why:

Incorrect use of tags can have a negative effect on your organic ranking in the Google search results. We also recommend to really think about which tags you are going to use. Do not add to many tags and only add tags that are absolutely relevant. This means that you should avoid using generic keywords.

When you choose to hide your tags on the homepage it doesn't mean you have no tags at all. You will still be able to add tags in the backend and these pages are still accessible to search engines.

When using your tags the wrong way it may result in unnecessary duplicate content. It will also create (too) many links on a page. Both duplicate content and many links have a negative influence on your webshop its rankings.

0.3.1 Homepage | Slider

Design > Edit theme: (Pages – Homepage – 0.3.1 Homepage | Slider)

Slider design

With these options you can choose between three different designs for the banners on the homepage. For every option you will find an example of what the design will look like, including the recommended sizes for the individual banners. You can upload the images for the *Headlines* when going to Design > Headlines. These are the sliders you know from most other templates.

Option 1

		Option 1 | Image 2
Option 1 | Image 1	**Headlines**	**385 x 125** pixels **Retina: 760 x 250** pixels
285 x 250 pixels **Retina: 570 x 500** pixels	**475 x 250** pixels **Retina: 950 x 500** pixels	**Option 1 | Image 3** **385 x 125** pixels **Retina: 760 x 250** pixels

Option 1 | Kiyoh widget / Option 1 | Feedback Company widget:
When you fill in this field, it will overwrite the first 'Option 1 | Image 1' and the widget will be shown instead. So in this case you can choose if you want to show an image, the Kiyoh widget or the Feedback Company widget.

On page 27 of this manual you will find detailed instructions on how to implement the widgets correctly.

Option 2

Option 2 | Image 1	**Headlines**	**Option 2 | Image 2**
285 x 250 pixels **Retina: 570 x 500** pixels	**665 x 250** pixels **Retina: 1330 x 500** pixels	**190 x 250** pixels **Retina: 380 x 500** pixels

Option 2 | Kiyoh widget / Option 2 | Feedback Company widget:
When you fill in this field, it will overwrite the first 'Option 2 | Image 2' and the widget will be shown instead. So in this case you can choose if you want to show an image, the Kiyoh widget or the Feedback Company widget.

Option 3

> **Headlines**
>
> **1170 x 250** pixels
> **Retina: 2340 x 500** pixels
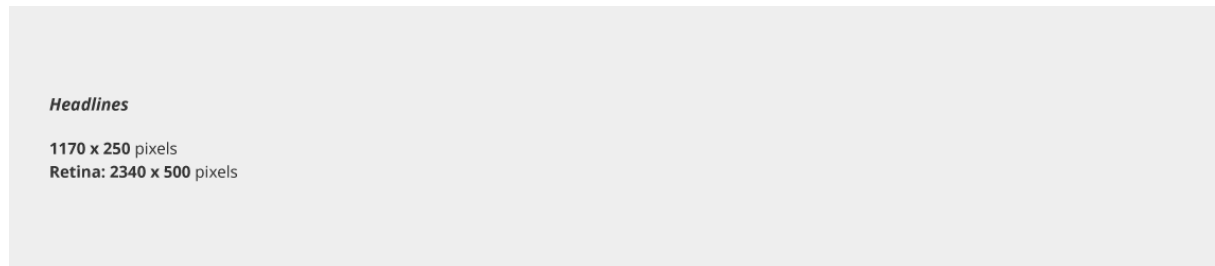
If you opt for option 3, you will have the possibility to upload only one image. If you upload more than one image, this option will work as a slider. These images can be uploaded here: **Design** > **Headlines.**

You can also add your mobile headlines here. These headlines will be shown on mobile devices, such as smartphones.

Important: The resolution of the mobile headlines differs from the regular headlines.

Recommended size desktop: 1170 x 300 pixels

Recommended size mobile: 786 x 400 pixels

0.4 Category page

Design > Edit theme: (Pages – Product listing – 0.4 Category page)

Category banner
You have the possibility to upload a category banner. This banner will be shown on every category page. This means that the same banner will be shown on every category.

Recommended size: 848 x 85 pixels

Recommended size Retina: 1696 x 170 pixels

Category banner link
You can link your category banner to a certain page. Simply paste the URL into the field.

Category view
Do you want three or four categories next to each other on the category pages? You can set your preferences here.

Position category text

Above the products:
Here you can choose to show your category text above the products on your category pages.

Beneath the products:
Here you can choose to show your category text beneath the products on your category pages.

Read more feature category text
If your text is over 500 characters long the 'read more' feature will automatically apply. This means the only the first 500 characters of your text will show, but that the entire text will show then you click on the 'read more' button.

This makes the webshop a lot more user friendly. If a visitor want to read the text, he or she can easily access the full text. If you would not implement the 'read more' feature a very long text will push your products down the page.

People who visit your categories won't be able to see any product, just text. The 'read more' feature makes sure you can still add longer texts. It will not have any influence on the design, usability or SEO of the shop, because even with the 'read more' feature the full text can be accessed by search engines.

Product view

Here you can set whether you can to show 3, 4 or 5 products in a row.

Product border

Here you can choose to add a subtle light grey border around your products.

Action shopping cart button

Shop now

If you choose the Shop now option your customers will be able to easily and quickly order a product. When they click on the Shop now button a pop up screen will appear. Customers will also be able to select any available product options, extra fields and quantity. This will certainly make the checkout process a lot easier and faster, something that may boost your sales.

Pop-up

If you choose the Pop-up option the product will simply be added to the shopping cart. To make sure your customers has added something to the cart, a pop up will be shown. In this pop up the customer can choose to proceed to checkout or to continue shopping. If the customer chooses to continue shopping, he or she will just stay on the same page. If he or she chooses to proceed to checkout, he or she will be directed to the shopping cart.

Visibility recently viewed products

You can choose to hide or show the recently viewed products feed in the sidebar here.

Visibility compare feature

You can choose to hide or show the compare feature here.

Visibility wish list feature

Here you can choose to hide or show the wish list feature.

Wish list icon
Choose your favourite wish list icon here

Heart	♥
Heart open	♡
Star	★
Star open	☆
Present	🎁
Thumbs up	👍
Pin	📌

Visibility sale label
The visibility of the sale label can be set here. When a product is on sale, a sale label will automatically show. You can either choose to show or hide this feature.

Background color sale label
You can set the background color of your sale label here.

Text sale label
Enter the text you want to show on you sale label here.

Background color custom label
You can add different custom labels to certain products. To make use of this feature you will habe to activate 'extra template date'. You can do this by going to Settings > Workflow > Extra template data.

By activating the extra template data three extra field will be added to the products in the backend of your shop. You can activate the extra custom label by simply putting 'custom-label' into the first field.

CUSTOM TEMPLATE DATA

Custom fields can contain
additional data. They are available
in some, but not all, templates.

Data 01

custom-label

Data 02

Data 03

Delete this product   Cancel   Save

Text custom label
You can add the text for your extra custom label here.

0.5   Productpage

Design > Edit theme: (Pages – Product details – 0.5 Product details)

Action shopping cart button

Pop-up
If you choose the Pop-up option the product will simply be added to the shopping cart. To make sure your customers has added something to the cart, a pop up will be shown. In this pop up the customer can choose to proceed to checkout or to continue shopping. If the customer chooses to continue shopping, he or she will just stay on the same page. If he or she chooses to proceed to checkout, he or she will be directed to the shopping cart.

Product page banner
You can add a product banner to your product pages. This banner will be shown just above the shopping cart button. This spot really stands out and adding a banner might certainly trigger your visitors to add the product to their shopping cart. It can be a good idea to repeat your most important USP, such as Free Shipping.

Recommended size: 369 x 71 pixels

Recommended size: 738 x 142 pixels

Product page banner link
You can link your product banner to a certain page.

View product options

Drowdown list
If you choose the dropdown, the product variants will be shown as usual in a dropdown list.

Individual elements
You can also choose to show these options as individual elements next to each other. This makes it easier for visitors to see all the available product options and variants for a product.

See this image for an example:
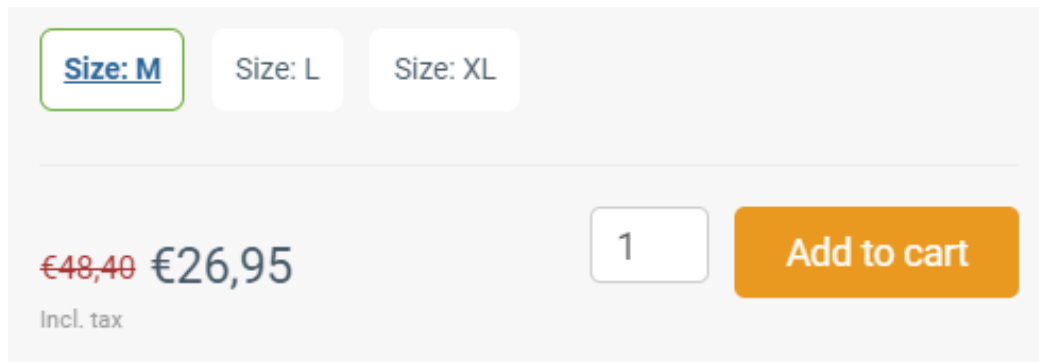
Visibility stock
You can either set the visibility of your stock to hide or show.

0.6   Shopping cart page

Design > Edit theme: (General – Advanced – 0.6 Shopping cart page)

Visibility shopping cart banner
You can choose to hide or show the shopping cart banner. The shopping cart banner only applies to webshops who offer free shipping for certain order values.

When you choose to show this banner, a banner will be shown with a text to trigger customers to increase their order value to be able to make use of free shipping.

When the order value is high enough to be eligible for free shipping, a message confirm this to the customer

Increase the amount of your order $75.00 and get free shipping!

CLICK HERE FOR MORE INFORMATION

Background color shopping cart banner
Here you can set the background color for your shopping cart banner.

Order value eligible for free shipping
Enter the minimal order value that is eligible for free shipping. If you offer free shipping for orders over €75, fill in 75.

0.7 Footer

Design > Edit theme: (General – Footer – 0.7 Footer)

Banner above footer
You can add an extra banner here that will appear just above the footer.

Recommended size : 1170 x 100 pixels

Recommended size Retina: 2340 x 200 pixels

Background color banner above footer
You can set a background color for the upper part of the footer. The lower part of the footer will be the color you set for Background color content.

Background color social media bar
You can adjust the background for the social media bar here.

URL Facebook
Enter the URL for your Facebook page here. The Facebook icon will automatically appear in the footer.

URL Twitter
Enter the URL for your Twitter page here. The Twitter icon will automatically appear in the footer.

URL Google+
Enter the URL for your Google+ page here. The Google+ icon will automatically appear in the footer.

URL Pinterest
Enter the URL for your Pinterest page here. The Pinterest icon will automatically appear in the footer.

URL LinkedIn
Enter the URL for your LinkedIn page here. The LinkedIn icon will automatically appear in the footer.

URL YouTube
Enter the URL for your YouTube Channel here. The YouTube icon will automatically appear in the footer.

Kiyoh widget
You can enter the URL for your Kiyoh widget here.

Log into your Kiyoh account, go to 'Publish' and choose widget 'middel'. Copy and paste the code.

Important: make sure you change the size in your URL to 220x115 and remove the iframe tags around the URL for the best result.

The standard URL:

> <iframe scrolling="no"
> src="https://www.kiyoh.nl/widget.php?company=6833&size=180x117"
> width="180" height="117" border="0" frameborder="0"></iframe>

Change it to:

> https://www.kiyoh.nl/widget.php?company=6833&size=220x115

Feedback Company widget:

You can enter the URL for your Feedback Company widget here.

Log into your Feedback Company-account. Go to 'Widgets', select widget **1**, **2**, **3**, **4** or **5.** Click on 'Continue' and copy the code.

Important: Do not enter the entire code.

Example of standard code:

> <iframe scrolling='no' frameborder='0' height='129' width='200' style='display:none;'
> id='tfcwidget' src='http://beoordelingen.feedbackcompany.nl/widget/12390.html'></iframe>
> <img src='http://beoordelingen.feedbackcompany.nl/samenvoordeel/img/spacer.gif'
> style='display:none;' onload='document.getElementById("tfcwidget").style.display="block";'>

The only think you have to copy is:

> http://beoordelingen.feedbackcompany.nl/widget/12390.html

Webwinkel keur widget
You only have to fill in your accountnumber/ID.

Visibility RSS feeds
You can choose to hide or show the RSS feed in the footer.

0.7.1 Footer | company information

Design > Edit theme: (General – Footer – 0.7.1 Footer | company information)

Company name
Enter your company name here. It will be shown in the footer.

Street + number
Enter your street and house number here. It will be shown in the footer.

Zip code + city
Enter your zip code and city here. It will be shown in the footer.

Phone number
Enter your telephone number here. It will be shown in the footer.

Chamber of Commerce number
Enter your Chamber of Commerce number here. It will be shown in the footer.

VAT number
Enter your VAT number here. It will be shown in the footer.

0.8   Translations | German

Design > Edit theme: (General – Advanced – 0.8 Translations | German)

You can upload the German banners here. These banners will be shown in the German version of your shop.

0.8 Translations | English

Design > Edit theme: (General – Advanced – 0.8 Translations | English)

You can upload the English banners here. These banners will be shown in the English version of your shop.

Support

Do you have any questions or remarks about our template?
We are here to help you out!

You can contact us by phone (+31 (0)33 7600110) or E-mail (development@ooseoo.com)

Additional services - SEA

AdWords management

With OOSEOO as a partner for your online business you are guaranteed of the best quality AdWords campaigns according to the latest techniques and strategies. This is how we get the best out of your campaigns!

When you let OOSEOO create and manage your campaigns you can expect the high level of quality and professionalism we are required to offer our clients as an official Google Partner.

The OOSEOO service contains much more than just setting up and managing your AdWords campaigns. Our specialists are ready to make your campaigns successful!

Do you want to work with us? We offer several AdWords management packages. Every package has two options. The standard option contains a contract for a year. The monthly options are monthly contracts.

If our packages do not meet your wishes you can always contact us for a custom offer.

Have a look at www.ooseoo.com/adwords-uitbesteden to see our prices (in Dutch).

Bing Advertising

Do you also want to profit from lower CPCs (costs per click) in Bing? Start advertising today! The budget for Bing Advertising is usually only 10% of your AdWords budget. With only a small more-price you can start advertising in both Google and Bing.

Have a look at www.ooseoo.com/adwords-uitbesteden to see our prices (in Dutch).

Google AdWords Dynamic Remarketing

The Dynamic Remarketing code has already been implemented in the amaSEO template. In the additional **Dynamic Remarketing manual** you can learn which steps to take when you want to start working with Google AdWords Dynamic Remarketing.

Do you need help implementing the code and setting up the Dynamic Remarketing campaign? You will find our special offer in the Dynamic Remarketing manual!

Do you need further assistance in setting up and/or managing your Dynamic Remarketing campaign? Have a look at our AdWords deals at www.ooseoo.com/adwords-uitbesteden (in Dutch).

Google Shopping

When you search in Google you will probably already have noticed the product images with price. Google Shopping is a powerful way of advertising in Google Search. By showing potential customers products and prices they are able to check and compare prices very easily.

To start advertising with Google Shopping Lightspeed has a productfeed available. You can find it at Settings -> Google Products. The productfeed alone will not mean you are visible in Google Shopping. To start advertising you will need to:

- Give every product the right Google Category
  (https://support.google.com/merchants/answer/160081?hl=en)
- Have Google Merchant Center
- Have a working productfeed in the Google Merchant Center
- Have a Google AdWords account
- Set up a Google Shopping campaign in Google AdWords (you will need to pay for the clicks)

Special Offer

If you require any help in setting up your Google Shopping OOSEOO is the right place!

For Lightspeed customers we offer help in setting up every aspect of Google Shopping for a reduced price. By letting us do all the work you are sure that everything is set correctly and that you are ready to advertise in Google Shopping. You can manage the campaign yourself after letting us setting it up. Note: You will need to have added the correct Google Category.

Additional services – SEO

Linkbuilding & Content Marketing

In order to be able to compete with your competitors in the organic search results you need to have good quality referrals to your website.

OOSEOO can help you improve your organic results by offering our Linkbuilding & Content Marketing services.

Are you interested in our Linkbuilding & Content Marketing services?
You will find more information on www.ooseoo.com/linkbuilding.

Keyword Research + Navigation structure
A keyword research is the foundation for good organic results. With a keyword research you will get insight in the search behaviour of users in Google. This will help you determine which keywords are interesting to use for the optimization of your webshop.

By letting OOSEOO conduct the keyword research you are sure that you will receive a report of any possible keyword that is good to use for optimizing (sub) category pages, product pages and tags.

After a Keyword Research it is wise to also let us set up a navigation structure advice for your webshop. This advice will be based on the results of the keyword research while also looking at SEO and usability.

Do you also want a good foundation for your SEO? Always start with a keyword research and the right navigation!

Contact OOSEOO for a detailed keyword report and a good navigation advice.

More information about our keyword research and navigation structure advice can be found at www.ooseoo.com/zoekwoorden-onderzoek.

SEO Copywriting
For good organic positions content is key. To optimize your shop you will need to create and add SEO friendly texts to homepage, category pages and product pages.

Do you want to make sure you have perfectly optimized texts that are still nice to read? Do you lack creativity or time to write your own texts? Contact OOSEOO!

More information: www.ooseoo.com/seo-copywriting.

Additional services – Design

OOSEOO is not only an expert when it comes to online marketing. Our employees are ready to face any design challenge you may have!

You can contact us for projects such as:
- Changing your webshop to a new template;
- Creating professional banner sets for your webshop;
- Redesigning your webshop based on an existing template;

- Custom designs for your webshop;
- Logo design;
- Newsletter templates;
- Adjustments to your existing design;
- Responsive design.

Our OOSEOO designer always work with eye on conversion. This means that we do not only deliver *nice* webshops, we also deliver webshop that are user-friendly and functional. By combining the creativity of our designers and the online marketing expertise of our marketers we always create the best result.

Are you curious to see what we can do in the field of web design? Please take a moment to look at our portfolio at www.ooseoo.com/portfolio (in Dutch).

You can always contact us to see if we can help you out with your design. After going through your wishes and preferences we are able to send you an offer for our services.

Special offers
For Lightspeed customers using the OOSEOO amaSEO theme we have several offers lined up! These are tailor made to give your webshop the right look and feel when using the amaSEO template. Have a look at our special offers to see what we can do for you.

Banner set amaSEO (per language)
OOSEOO creates a banner set according to your wishes. Using the right banners is extremely important. The important of using professional banners usually gets underrated, but the good banners create the image you want to show and this can distinguish you from your competitors. Banners that are blurry or that look amateurish can have a big negative impact on your webshop its conversion rate.

Are you having difficulties creating good banners? OOSEOO is here to help! When choosing OOSEOO to create your banner set you will receive the following banners and image to fill the amaSEO template:

- USPs (with a maximum of 4)
- Banners + headlines (with a maximum of 3) homepage
  (depending on chosen setting)
- Favicon
- Background image header
- Banner above the footer
- Category banner
- Product page banner

Before we start working on your banners you have the possibility to let us know what you are looking for. We are very happy to receive your input so that we know which texts to use, such as offers and USPs.

Based on your input we will design your banners. You will then have the opportunity to give feedback on our designs. This is the so-called correction round. Think about changes in color, texts, etc.

Your feedback will be used to make changes to the design and the final banner set will be sent to you in .JPG format. You are then able to upload these banners to your webshop.

Newsletter template
(for MailChimp & MailCampaigns, other providers after consultation)

Do you send newsletters to your subscribers? A message is better receiver when you communicate very clearly. That is why it might be wise to get the layout and look of your webshop in line with the design of your newsletter. This will also create a better feeling with your brand.

When you are using MailChimp or MailCampaigns to send your newsletters, OOSEOO can create a template that matches the look and feel of your webshop.

A template is a design which you can use for all your newsletters.

When you let OOSEOO design your newsletter template, the following process will apply:

1. We will discuss your preferences and wishes
2. According to your input and the current design of your shop we will design a newsletter template
3. You will receive the template design and you will have the opportunity to give feedback (correction round)
4. Based on your feedback changes will be made and the final template will be delivered to you

Logo design

A good logo is of great importance. The perfect combination of graphic elements with text creates the right image for your shop and a better feeling with your brand.

That's why you can never think too easy about a logo. Just like the saying 'A picture says more than a thousand words', this also goes for a logo.

Are you missing that extra touch of professionalism and branding? Is your current logo not really carry out the message you want? Contact OOSEOO!
Our designer are very skilled in designing beautiful logos for a variety of industries.

When you let OOSEOO design your logo, the following process will apply:

1. We will discuss your wishes and look at examples and color schemes to get an idea of your preferences
2. Based on your input we will design three different logos. These designs will differ from each other to offer you a choice
3. You can choose one logo and/or give feedback. This is a correction round.
4. Based on your feedback changes will be made and the final design will be delivered to you

The final design will be delivered to you in several formats. This gives you enough flexibility to make use of the logo in different ways. It makes the logo suitable for use both digital and on print.

General Terms & Conditions & Disclaimer

General Terms & Conditions apply to all of the OOSEOO services. The General Terms & Conditions of Lightspeed also apply to the use of our amaSEO template.

When you purchase any of our products or make use of our services you are aware of the General Terms & Conditions from both OOSEOO and Lightspeed that apply.

The General Terms & Conditions for services and products by OOSEOO can be found on our website (in Dutch): www.ooseoo.com/algemene-voorwaarden-ooseoo.pdf

The General Terms & Conditions for using the template can be found on the Lightspeed website: www.Lightspeed.nl/algemene-voorwaarden

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Please contact us in case you have any questions about our General Terms & Conditions or when you wish to receive a PDF file of our General Terms & Conditions. We will be glad to send you the file, free of charge.