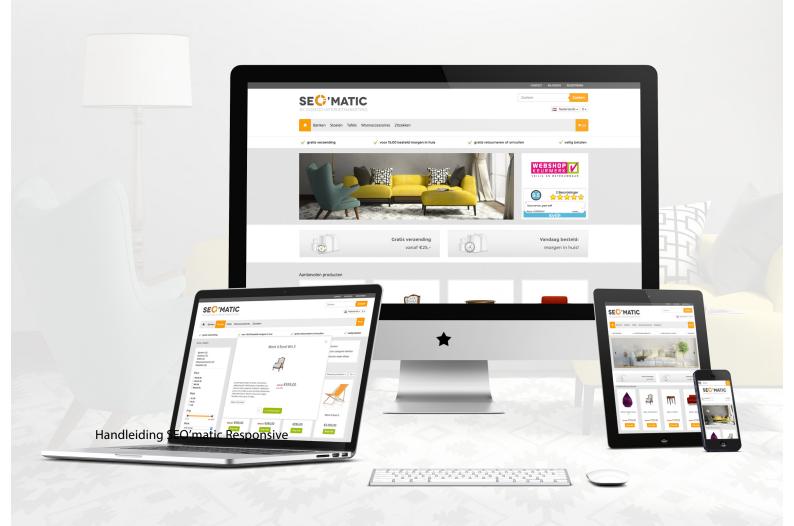# SEO'MATIC
BY OOSEOO INTERNETMARKETING

✓ Full responsive

✓ Retina ready

✓ Standard built-in read more function

✓ Sticky menu, shopping cart

✓ Choose the amount of products next to each other

✓ Quick shop now button on category pages

✓ Easy Loyalty Lion and Yotpo app integration

Handleiding SEO'matic Responsive

OOSEOO
ZICHTBAAR BETER

Manual SEO'matic Responsive

Alicia van Moorsel

OOSEOO

Inhoudsopgave

The SEO'MATIC template by OOSEOO Internetmarketing

OOSEOO Internetmarketing has been a SEOshop partner for over 4 years!
We offer a complete online marketing and webdesign service to all SEOshop customers.

Apart from our expertise on SEO (search engine optimization), SEA (search engine advertising) and online marketing, we also develop customized webshops on the SEOshop platform. We have our own in-house designers to do this.

We have used our years of experience and our well-founded knowledge to develop the SEO'MATIC template. This template has a strong focus on usability and generating sales/conversions. It's evident we have optimized this template for search engines to make sure your webshop gets an even better ranking in Google.

Created with knowledge from our own experience
We service a lot of SEOshop customers with our online marketing expertise and we own a couple of SEOshops ourselves to exploit and experiment with. This way we can put our theories and ideas into practice. This way we can also demonstrate all the possibilities and (new) features to our customers by showing them a *"live"* webshop without sharing customer information and private data..

All our knowledge and experience has been put into this template. We have also listened to the wishes and preferences of our own clients and other webshop owners who are active on the SEOshop forum. The 'wish list' from this important group has been built into this brand new and SEO-friendly template.

A lot of things in the SEO'MATIC template are fully customizable. You can easily make these changes yourself right from the SEOshop backend. This manual will take you through the features and possibilities step by step.

Is the SEO'MATIC template suitable for you?
The SEO'MATIC template is suitable for many different shops. Even if you have a smaller amount of products, the SEO'MATIC template is perfect for your shop. The template is convenient and clear. USP's (Unique Selling Point – unique aspects of your shop that distinguish you from your competitors) are shown clearly to all potential customers. This way they directly know why they would need to shop with you and not your competitors.

There are different features in the SEO'MATIC template that can be used to win your customer's trust. You can, for instance, easily add webshop hallmarks and review websites (such as Kiyoh) to your shop. These hallmarks and reviews are shown right at the top of your store, above the fold!

To add an extra social touch to your webshop it is also possible to add different social media channels to the design of your webshop.

Customer friendly and increasing conversions
We did not stop after a beautiful homepage. Both the category pages and the product pages have everything they need to increase sales. The filters on the left make it easier for your customers to navigate through your shop and to find what they need. The shopping cart is always clearly visible on the right side of the page to make it easy for your customers to actually pay for their products.

SEO friendly features

No extra Categories & Products on the homepage

All categories are created automatically and they can be found in the main navigation bar on the homepage. For SEO technical reasons we advise you to not add any extra links on the homepage to category pages and product pages that are already in the main navigation bar. We have created the possibility for you to add images to your homepage which can be linked to categories or products. In this case there is no chance or duplicate anchor texts and links on the homepage.

No tags on the homepage

We advise you to no put tags on the homepage or category pages, for the same reason as mentioned above. We also advise you to use tags in a proper way. Tags can be very helpful for your ranking in Google, but only use tags that are relevant to your actual products. Using tags the wrong way can have a negative effect on the organic ranking of your website in Google.

The fact that there are nog tags on the homepage or category pages does not mean you do not have any tags at all. You can still add tags in the backend and the tag pages can still get indexed by search engines. By not using tags in a good way, tags may lead to duplicate content and create too many links on 1 page. This has a direct negative impact on the position of your website in Google's search results.

No Infinite Scroll

With usability and customer-friendliness in mind, we have chosen not to implement the infinite scroll on the category pages. After multiple usability tests it has become clear that infinite scrolling confuses the customer, because there are simply too many choices on one page. Result? The customer does not make a decision at all and leaves your shop. It is also a fact that customers tend to remember the page on which they have seen a certain product and they can easily find it the next time.

Having multiple pages within a single category creates duplicate content, because SEOshop automatically gives the 2nd and every single other page its own URL with mainly the same content. The SEO'MATIC template has technically solved this problem and Google now sees all the pages within a category as one. No more duplicate content and no more page competing for the same keyword for a ranking in Google.

Other features

Our developers have implemented a couple of (design) features that have been requested by you on the SEOshop forum. These are features that are not available in other templates, such as automatically placing the Kiyoh or Feedback Company widget on the homepage by simply pasting the URL in your backend. Now it is also possible to add a webshop hallmark and/or the USP's above the fold (the fold is the part of the webshop that is visible on the customer's screen without having to scroll).

The finishing touch

Beside all the features mentioned above we have added some of our own as well. When customers add an item to their shopping cart they now get a pop-up and they can continue shopping right away. The SEO'MATIC template also comes with different fonts and an entirely customizable sale label.

All our unique SEO'MATIC features:

The SEO'MATIC template comes with the following features:

Search engine optimized (SEO)

Entirely customizable sticky menu

Adding a Kiyoh or Feedback Company widget, no knowledge of code and programming necessary!

Clear USP banner with 4 images

Standard integrated read more function on category text

Choose the amount of products you want to show next to each other

Easy Loyalty Lion and Yotpo app integration

General settings

Lettertype (font):
Here you can choose one of the preset fonts.

Tekstkleur (tekst colour):
Here you can set the text colour for your website.

Hoofdkleur knoppen (main colour buttons):
Here you can set the main colour of the buttons on the website, such as the newsletter button, the menu buttons and the price slider.

Winkelwagen knoppen (add to shopping cart):
Here you can change the colour of the shopping cart and order buttons.

Categorie afbeelding (category image):
Here you can upload the image that appears on every category page.

Measurements: 850 x 110 pixels
Measurements Retina: 1700 x 220 pixels

Link categorie afbeelding (link category image):
Here you can add any URL to the category image.

Slider snelheid (scroll speed slider):
Here you can set the scroll speed of the slider (Headlines) on the Homepage.

Apps

Yotpo Api Key:
Fill in your Yopto account ID number.

Loyalty Lion Key:
Fill in your Loyalty Lion account ID number.

Background

Achtergrondkleur (background colour):
Here you can adjust the background colour of the entire website.

Achtergrondafbeelding (background image):
Here you can upload a background image.

Positie achtergrond afbeelding (background position):
Here you can adjust the position of your background image.

Achtergrond herhalen (background repeat):
Here you can set the way the background image is repeated on the website.

Achtergrondkleur topbar (background colour topbar):
Here you can set the background colour of the topbar.

Achtergrondkleur header (background colour header):
Here you can set the background colour of the header.

Achtergrondkleur balken (background colour menu bars):
Here you can adjust the background colour of the two USP banners, the categories on the Home, the newsletter bar and the footer.

Achtergrondkleur zijbalk (background colour sidebar):
Here you can adjust the background colour of the sidebar.

Kleur tekst zijbalk (tekst colour sidebar):
Here you can adjust the text colour of the sidebar.

Randkleur blokken (colour of the borders around the blocks):

Here you can adjust the colour of the borders around the different blocks.

Reviews

Kiyoh widget:
Here you can enter the URL to your Kiyoh widget.
Log into your Kiyoh account. Go to 'Publish' and choose the widget 'middel'.
Copy the code.

Important: Make sure you change the size in the URL 220x115 and remove the iframe tags around de 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:
Here you can enter the URL to your Feedback Company widget.
Log into your Feedback Company account. Go to widgets and select widget **1,2,3,4** or **5.** Click on continue and copy the code.

Important: Do not enter the complete code in the backend.

Example of the 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 thing you have to copy is:

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

Header

Logo:
Here you can upload your logo.

Measurements: 270 x 100 pixels
Measurements Retina: 540 x 200 pixels

Favicon:
Here you can upload your favicon. The favicon will appear next to the title in the tab of your browser.

Homepage banners

Afbeelding 1 (image 1):
Here you can upload an image that will appear above the review widget, such as a webshop hallmark. In case you do not add a widget you can use the entire block for the image.

With review widget:
Measurements: 263 x 130 pixels
Measurements Retina: 526 x 260 pixels

Without review widget:
Measurements: 263 x 250 pixels
Measurements Retina: 526 x 500 pixels

Link 1:
Here you can add a URL to image 1.

Zichtbaarheid USP banners (visibility USP banners):
Here you can set the visibility of the 2 large USP banners.
You can choose Weergeven (Visible) or Verbergen (Hide).

USP banner left:
Here you can upload the left image.

Afmeting: 558 x 110 pixels
Afmeting Retina: 1116 x 220 pixels

Link left:
Here you can add a URL to the USP banner left.

USP banner right:
Here you can upload the right image.

Afmeting: 558 x 110 pixels
Afmeting Retina: 1116 x 220 pixels

Link right:
Here you can add a URL to the USP banner right.

Zichtbaarheid home banners (visibility home banners):
With this dropdown menu you can choose whether or not to show the three banners on your homepage.

You can choose Weergeven (Visible) or Verbergen (Hide).

Home banner 1:
Here you can change the first image out of three.

Afmeting: 360 x 200 pixels
Afmeting Retina: 720 x 400 pixels

Link 1:
Here you can add a URL to Home banner 1.

Home banner 2:
Here you can change the second image out of three.

Afmeting: 360 x 200 pixels
Afmeting Retina: 720 x 400 pixels

Link 2:
Here you can add a URL to Home banner 2.

Home banner 3:
Here you can change the third image out of three.

Afmeting: 360 x 200 pixels
Afmeting Retina: 720 x 400 pixels

Link 3:
Here you can add a URL to Home banner 3.

Navigation bar

Achtergrondkleur menubalk (background colour navigation bar):
Here you can set the background colour of the navigation bar (when static).

Tekstkleur menubalk (text colour navigation bar):
Here you can set the text colour of the navigation bar (when static).

Achtergrondkleur menubalk sticky (background colour sticky navigation bar):
Here you can set the background colour of the navigation bar when sticky.

Tekstkleur menubalk sticky (text colour sticky navigation bar):
Here you can set the text colour of the navigation bar when sticky.

SEO options

As mentioned before we advise you to hide products or tags on the homepage, because this can harm your SEO efforts. It is however possible to show product and tags on the homepage when choosing 'Activeer'.

Having the 'Verlanglijst & Vergelijken' (Wish list & Compare) links underneath each product is also far from SEO friendly. If you would check your category page in a SEO tool, it would tell you that the particular category pages has been optimised for the keywords 'Verlanglijst' or 'Vergelijken'. Therefore we advise you to hide 'Verlanglijst & Vergelijken'.

Research has also shown that the possibility to compare products or add products to a wish list is barely used in most webshops. There are of course exceptions, such as Bol.com or webshops with gifts and gadgets.

Verberg tags (hide tags):
Here you can choose to show or hide the tags on your homepage and category pages.

Verberg verlanglijst + vergelijken (hide wish list & compare):
Here you can choose to show or hide the wish list & compare option.

Verberg producten home (hide product on home):
Here you can choose to show or hide the products on your homepage.

Verberg categorieën home (hide categories on home):
Here you can choose to show or hide the categories on your homepage..

Settings

Verberg nieuwsbrief (hide newsletter):
Here you can choose whether or not you want to show the newsletter banner.

Verberg RSS feeds (hide RSS feeds):
Show or hide the RSS feed with this option here.

Verberg merken in menu (hide brands in menu):
Here you can choose to hide the brands category in the menu.

Verberg recent bekeken (hide recently viewed):
Here you can choose to show or hide the 'recently viewed items' on category pages and product pages.

Verberg aantallen (hide product count):
Show or hide the product count behind the categories and subcategories.

Verberg knop toevoegen (hide button add to cart):
Show or hide the button where you can add the product directly to the cart on the category pages.

Verberg sale label (hide sale label):
Show or hide the sale label around the products.

Tekst sale label (text inside the sale label):
Here you can change the text inside the sale label.

Kleur sale label (colour sale label):
Here you can change the colour of the sale label.

Weergave categorie tekst (visibility category text):
Here you can choose if you want to show the category tekst above or underneath the products.

Actie button categoriepagina (action cart button category page):

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.

Actie button productpagina (action cart button product page):

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.

Geen
If you choose this option de standard action will be activated. When you click on the cart button the product will be added to the cart en the visitor will be redirected to the cart page.

Social Media

Zichtbaarheid Social Media (visibility):
Here you can set the visibility of the different Social Media widgets.
You can choose Weergeven (Visible) or Verbergen (Hide).

Facebook gebruikersnaam (Facebook username):
Enter your Facebook username here.

Twitter widget ID:
Enter your Twitter widget ID here.

To obtain your widget ID you have to create a widget in your Twitter account.

Follow these steps to create a widget:

- Go to http://www.twitter.com and log in with your username and password.
- Go to your settings and select **Widgets** (left menu).
- Click '**Create new**' on the right side.
- You'll get to a screen with a lot of options and settings, but you do not have to do anything here. We only need the ID of your widget.
- Copy the code you find in the text editor beneath the example. It looks like this:

Tweets van @twitter <script>!function(d,s,id){var js,fjs=d.getElementsByTagName(s)[0],p=/^http:/.test(d.location)?'http':'https';if(!d.getElementById(id)){js=d.createElement(s);js.id=id;js.src=p+"://platform.twitter.com/widgets.js";fjs.parentNode.insertBefore(js,fjs);}}(document,"script","twitter-wjs");</script>

- Copy the numbers in the *data-widget-id="**399816318769594368**"* part of the code.
  This is the Twitter widget ID you have to enter in the SEOshop backend!

  In this example the Twitter widget ID is: ***399816318769594368***

USP Banner

Having your Unique Selling Points (USP's) clearly visible on all pages is important for the online success of your webshop and the shopping experience of your customers.

USP's tell your customer right away why they need to shop with you and not your competitor. So think about your USP's and the message you would like to convey to your customers.

Zichtbaarheid USP's (visibility):
With this dropdown menu you can choose to show or hide the USP banner.
You can choose Weergeven (Visible) or Verbergen (Hide).

Achtergrondkleur USP balk (background colour USP banner):
Here you can set the background colour of the USP balk.

USP afbeelding 1 (USP image 1):
Here you change the first image in the USP banner.

Measurements: 285 x 35 pixels
Measurements Retina: 570 x 70 pixels

Link1:
Here you can add a URL to USP image 1.

USP afbeelding 2 (USP image 2):
Here you change the second image in the USP banner.

Measurements: 285 x 35 pixels
Measurements Retina: 570 x 70 pixels

Link2:
Here you can add a URL to USP image 2.

USP afbeelding 3 (USP image 3):
Here you change the third image in the USP banner.

Measurements: 285 x 35 pixels
Measurements Retina: 570 x 70 pixels

Link3:
Here you can add a URL to USP image 3.

USP afbeelding 4 (USP image 4):
Here you change the fourth image in the USP banner.

Measurements: 285 x 35 pixels
Measurements Retina: 570 x 70 pixels

Link4:
Here you can add a URL to USP image 4.

Support

Do you have any questions about the SEO'MATIC Template?

We are here to help!

You can reach us by phone or email:

Tel: +31 (0)33 7600110
Email: info@ooseoo.com

OOSEOO Internetmarketing wenst u veel verkopen & e-Commerce succes toe!

Additional services

AdWords Management:
OOSEOO Internetmarketing is a specialist in the field of setting up, monitoring and optimizing Google AdWords Campaigns. As as official Google Partner we are your partner when it comes to AdWords. We will get the maximum out of your AdWords Campaigns.

You can find the prices and options on our website: http://www.ooseoo.com/adwords/

Special offer*: AdWords Trial subscription for € 499, - excl. VAT. We set up a starting campaign and manage it for a period of two months. Contact us for more information!

Setting up Google Dynamic Remarketing:
Google AdWords Dynamic Remarketing campaigns generate up to 500% more conversions than regular campaigns! Are you ready for more? Get the most out of your campaigns, especially during the holiday seasons, and make your shop Dynamic Remarketing ready.

Special offer*: Do you want to make your SEOshop ready for Google AdWords Dynamic Remarketing? For €199,- euro excl. VAT we make sure your webshop is ready to go for dynamic remarketing.

Special offer*: Do you want to make your SEOshop ready for Google AdWords Dynamic Remarketing and save yourself the hassle of creating and connecting to your Google Merchant Center and managing the campaign? For €299,- euro excl. VAT. we will set up a trial campaign and manage it for a period of 2 months.

Linkbuilding:
Get your website visible in the Google organic search results. An essential way to get better rankings is to make sure other websites mention and redirect to your website. This external websites have to be relevant to your own website and consist of good quality content.

Special offer*: 6 months of linkbuilding (1 hour per month) for €375,- euro excl. BTW. Get your website on Google's radar with the help of our specialist linkbuilders and content creators!

All services by OOSEOO Internetmarketing

OOSEOO Internetmarketing is a full service internetmarketing and webdesign agency.

We can help you with:

- Webdesign (based on the Wordpress system)
- Custom made design for the SEOshop platform
- AdWords Management
- Bing Advertising
- Content Creation/copywriting
- Linkbuilding/Contentmarketing
- SEO (website optimization)
- Landingpage creatie en optimalisatie
- Social Media Advice
- Facebook Advertising
- LinkedIn Advertising

More information on our services can be found on our website: www.ooseoo.com

*Ask OOSEOO Internetmarketing for the terms & conditions applicable to these special offer.

General Terms and Conditions & Disclaimer

General Terms & Conditions apply to all our services. The General Terms & Conditions from SEOshop also apply to our template.

When you purchase one of our products or make use of our services you are aware of the General Terms & Conditions from both OOSEOO Internetmarketing and SEOshop.

The General Terms & Conditions (in Dutch) for our services as OOSEOO Internetmarketing can be found on our website:

www.ooseoo.com/algemene-voorwaarden-ooseoo.pdf

The General Terms & Conditions from SEOShop (for use of templates) can be found on the SEOShop website:

http://www.getseoshop.com/general-terms-and-conditions/

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