SE⊗NISTA

Contents

01 – General Settings

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

Activate retina images
In case you would like to use retina images you will need to activate this option.

When you activate this option you will need to upload the retina variant of each image. This image will need to be exactly twice the size of the regular original image. The size of the retina images can be found in this manual for each image.

Logo
You can upload the logo here. This logo will be shown on top of the page.

Size original image: 260 x 100 pixels
Size retina image: 520 x 200 pixels

Logo sidebar
You can upload the logo fort he sidebar (left navigation) here. This logo might differ from the standard logo on top of the page, considering the fact that the backgrond of the sidebar is different from the general background color.

Size original image: 135 x 50 pixels
Size retina image: 270 x 60 pixels

Favicon
This gives you the possibility to upload a favicon (the image shown in front of your page title in the browser tabs). The favicon is usually a smaller version of your logo.
het logo, welke getoond zal worden naast de titel in de titelbalk van uw browser.

Size: 16 x 16 pixels

Font Style
You can choose from different Google Fonts. This setting will change the regular tekst in your webshop.

Font Title
You have the option to choose a different Google Font for the titles. By using different fonts for titles and tekst you can make titles stand out more.

Font Size
Simply change your font size.

Background color
Set the background color for your shop.

Text Color
Set the color for text on your webshop.

Accent Color
You can set a second color to support the total color palet of your shop. This color will be used to highlight some smaller aspects on the shop.

Link Color
This color will be used when a text has a link.

Price Color
Set the color for the prices on your shop here.

Color shopping cart buttons
You can set the color for your shopping cart buttons here. Considering you want the best conversion rate possible we suggest you to use a contrasting color that stands out, such as orange, green or blue. Of course you have to make sure that the color goes with the other colors on your shop.

Color Shopping cart info
Set the color for the 'More information' buttons.

Visibility newsletter
Choose to show the newsletter sign up box or to hide it.

Background color label newsletter
You can set the background color for the newletter label here. When the newsletter sign up is activated a label will appear bottom right. Visitors will be able to click on it and they can easily sign up for the newsletter. By giving this label a color that stands out you will be able to attracts the visitors' attention.

Offer newsletter popup
To trigger your visitor to sign up for your newsletter you have the possibility to place a call to action text in the pop-up, such as 'Sign up an receive a 10% discount!'.

02 – Navigatie (Navigation)

Design > Edit Theme: (General – Header – 0.2 – Navbar)

Navigation background color
Set the background color for the left navigation (sidebar).

Menu button color on mobile
Set a color for the text in your navigation. Make sure you use a color that stands out form the selected background color for your navigation.

Text Color Navigation
This color will be used for active categories and when a visitor places the cursor on a category. This will show visitors which category has been selected.

Navigation icons
Activate this option if you would like to place icons in front of the categories in the side navigation.

Step 1*: Go to Tools > Files and click the ⊕ to add files. After uploading click on 🖉 and copy the URL you see. You will need this URL later.

Step 2: To match the icons with the right category go to Design > Custom Translations and add a new translation for every category. As key for every translation fill in 'icon' with a number corresponding with the category order. So icon1 for the first category, icon2 for the second catergory and so on.

Important: the order of the categories is also the order of the icons. Remember this when you change the order of your categories. If your first category becomes your seconde category it will match with the second icon 'icon2' and the second category will now match 'icon1'.

Step 3: Fill in the URL you copied in step 1 as a translation.

For the best result we advise you to use a .png image with a transparant background.

You can download free icons on the following websites:
https://thenounproject.com/
http://www.flaticon.com/packs/

Use custom navigation structure
In the standard settings the navigation structure will be set by the category structure. However, you can make a custom navigation structure when you activate this setting. You can create the navigation at Design > Navigation. It is not possible to make a navigation with subcategories, it is only possible to add 1 layer of categories.

03 – USP's

Design > Edit Theme: (General – Visual – 0.3 – USP's)

Background color USP bar
Set a color for the USP bar.

Color USP icon
You can set a color for the USP icons. Give your icons a contrasting color and your USP's will definitely pop out.

Color USP text
You can set the color of your USP text here.

USP 1, 2, 3
Enter the text for your USPs here.

USP link 1, 2, 3
Add a specific URL to the different USPs.

USP icon 1, 2, 3
You can choose from a couple of icons we have selected for you. On this page you can find an overview of all available icons. Note that not every icon you find here is to be found in the theme setting. We have selected the most common icons for you and these can be found under the same name as named in the settings. If you nee dan icon that is in the overview but not in the theme, just let us know and we will be able to add it to the settings.

04 – Home page

Design > Edit Theme: (Pages – Homepage – 0.4 – Homepage)

Visibility - Recommended Products
Either show or hide the recommended products on your homepage. When you choose to show the recommended products you can select the products you would like to show at Design > Products homepage.

Visibility - Newest products
Choose to show or hide the latest products on your homepage.

Visibility – Offers
Do you want to show or hide the sale items on your homepage? Set your preference here. The sale items that are shown are products that have been selected at Design > Products homepage AND have a sale price (old and new price). If a product does not have a sale price and/or hasn't been selected under Design > Products homepage it will not appear as a sale item on the homepage of your shop.

Visibility – Tags
You can either show or hide tags. For SEO reasons we advise to hide the tags on homepage and category pages. Do you want to know why? Read the following:

Incorrect use of tags can have a severe negative impact on your organic rankings in the Google Search Results. When you use very generic keywords for your tags or when you use keywords for your tags that are already part of your menu items (navigation) it will be problematic for SEO. We also advise to choose tags wisely and to not use too many tags.

When you hide tags on the homepage and category pages your tags are not completely gone. You will still be able to add tags in the backend of your shop and the tags will still show op on product pages. The tag pages can also still be indexed by Google and show up in the search results.

Slider recommended products
With this option you can choose how you want to display your products on the homepage. Instead of showing them in rows you can show them more compact in a slider.

Blog

With this option you can choose if you want to show or hide the Blog items on the homepage.

KiYoh widget

Enter the URL of your KiYoh widget here. These are the instructions:

Log into your KiYoh account and go to 'Publish'. Choose the middle-sized widget. Copy the code.

Important: For the best result you will need to remove the iFrame.

This is 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

Feedback company widget

Go in the back office of The Feedback Company to the cup Widgets. Here you can choose between different widgets. For the best result choose the widget below:
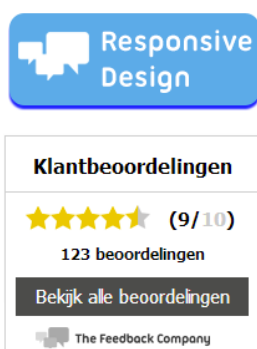
Select this widget and adjust it to your liking.
Then click Voltooien. In the next screen you will find the code that is related to your widget.
You only need a part of this code, the part between src="", so for example:
https://beoordelingen.feedbackcompany.nl/widget/30064.js

Paste this code in the appropriate field under Design> Settings.

Webwinkelkeur widget:
You will only need to enter you client ID.

Important: For the moment it is not possible to show two widgets at the same time.

With this theme you can choose to show the widget on the homepage next to the slider images or in the footer. These options can't be used both at the same time so we

recommend choosing either option 1 or option 2. WebwinkelKeur is currently working on a solution.

Display Banners

Within this theme you can choose between 3 different banner lay-outs. Continue reading for more information on the differences, sizes and important information.

Option 1

Option 1 | Image 1

1140 x 340

Retina: 2280 x 680

Option 1 | Image 2

370 x 140
Retina 740 x 280

Option 1 | Image 3

370 x 140
Retina 740 x 280

Option 1 | Image 4

370 x 140
Retina 740 x 280
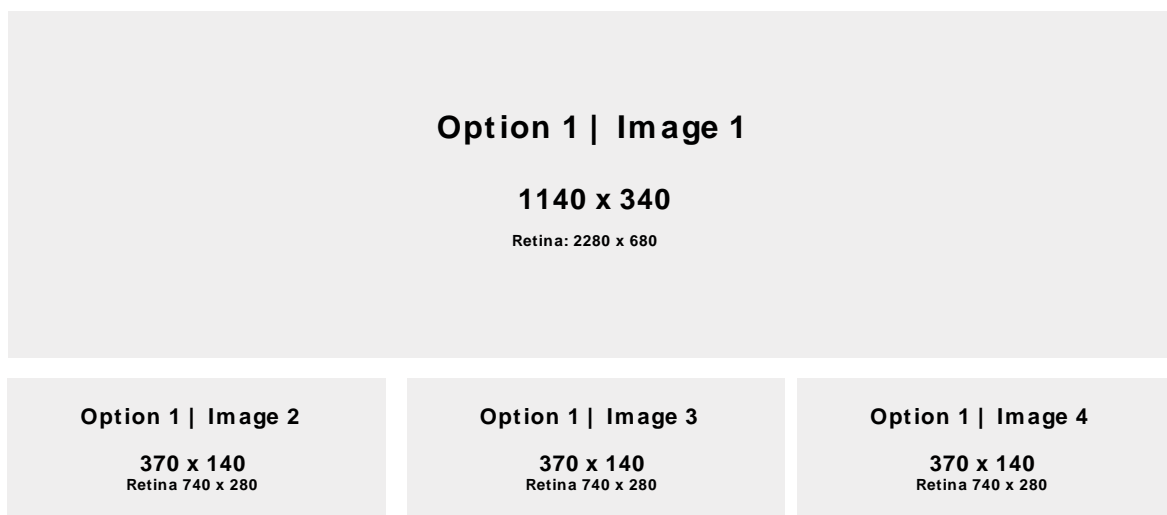
This option features static images. The images can be uploaded at 04 Homepage | Optie 1. See the screenshot below for recommended sizes and reference numbers.

Option 2

Option 2 | Image 1

563 x 348

Retina: 1126 x 348

Option 2 | Image 2

274 x 238
Retina 548 x 476

Option 2 | Image 3

274 x 238
Retina 548 x 476

Option 2 | Image 4

274 x 238
Retina 548 x 476

Option 2 | Image 5

274 x 238
Retina 548 x 476

Option 2 | Image 6

563 x 348

Retina: 1126 x 696

This option features statis images. The images can be uploaded at 04 Homepage | Optie 2.

See the screenshot below for recommended sizes and reference numbers.

Option 3

Option 3 | Image 1

1100 x 450

Retina: 2200 x 900
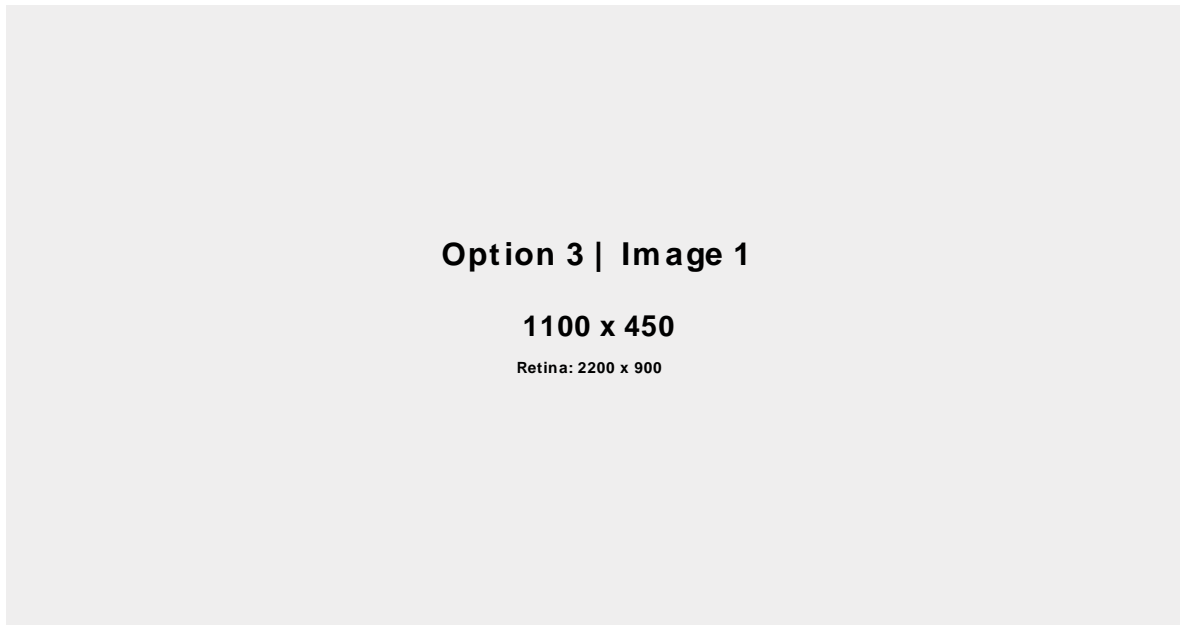
This option features a slider with rotatin images. The images can be uploaded at Design > Headlines.

See the screenshot below for recommended sizes and reference numbers.

Alt-tags
You can enter a unique alt tag for every image on the homepage. This important because now you can use SEO-friendly alt-tags.

05 – Category page

Design > Edit Theme: (Pages – Category details – 0.5 – Category Page)

Display products
Choose how many products you want to show on one line on a category page. You can choose to show 3, 4 or 5 products shown next to each other.
Do you have a select number of items? Choose to show 3 products to give the page more body. If you have a lot of products you can choose 4 or 5 products to keep things clean and neat.

Display category text
You can choose to show the category text on top of the page or at the bottom.

Display categories
Select how many categories you want to show on one line on category overview pages. You can choose to show either 4, 5 or 6 categories next to each other.
Do you have a select number of categories? Choose to show 4 categories to give the page more body. If you have a lot of categories you can choose 5 or 6 categories to keep things clean and neat.

Category banner
Upload a category banner here. This banner will be shown at the top of the category page. Use it to let your customer know about your USP's or special offers for example. Be aware of the fact that the uploaded image will appear on <u>every</u> category page.

Size: 1110 x 195 pixels
Size retina: 2220 x 390 pixels

Category banner link
Add a URL to your category banner to redirect customers to a specific page on your webshop.

Category banner alt-tag
Add a unique alt-tag to your category banner.

Shopping cart button
Shop now
When you choose this option your visitors will be able to easily order a product. When a visitor clicks on the Shop Now button a pop-up of your product page will appear. Your visitor can directly select the right product options (when available), custom fields and a quantity. This will speed up the order process and this can definitely boost your conversion rate! The Shop Now feature is a very nice feature when you use custom fields.

Pop-up
When choosing this option the selected product will directly be added to the shopping cart. To make this clear to the visitor a pop-up will appear and within this pop-up the visitor will be able to either choose to continue shopping or to proceed to checkout. If the visitor chooses to continue shopping the pop-up will close and the visitor will still be on the product page. Otherwise the visitor will be directed to the cart.
Note that if a product has custom fields the pop-up feature will be replaced by a 'more information' button.

Display color filter
Visueel gekleurde blokjes (colored boxes)
If you are using a filter on color you have the possibility to show the colors within this filter as colored boxes instead of plain tekst. This way the filters are more visually attractive and clearer.

Important: this feature will only work if you have a filter with either of the following names: Kleur, kleur, Kleuren, kleuren, Color, color, Colors, colors, Colors or colors. If you filter name differs from the names mentioned here the color filter design will not work.

When you do not wish to make use of the colored boxes you can choose fort he text option. The filters will now be shown as plain text.

Visibility - Compare
Either show or hide the option to compare products.

Visibility - Wishlist
Show or hide the wish list feature for you products.

Our SEO experts advise you to hide the compare and wish list feature for the following reason:

When you would use a tool to check your category pages and you have activated one or two of the features mentioned, the tool will probably let you know it thinks your page is about either a wish list or a comparison. These keywords show up most often on this page.

Also it has become clear that these options are rarely being used.

Visibility – Brand before product title (visibility brand name in product title)

If you have entered brands in the backend of your shop and when you have connected them to the products you may or may not want to include the brand name in the product title.

In some case adding the brand to your URL results into URLs that are simply too long. They will be 'cut off'. In other cases brands don't add any value to your SEO. In both cases you could opt to not include the brand name in the product titles.

Visibility– Review stars
Do you want to show or hide the review starts beneath the products on category pages? Select your preference here.

Visibility - Price filter
A price slider will automatically be included on category pages. If you do not wish to show this slider you can set this here.

Visibility - Sale label
If you have items on sale a sale label will automatically appear. You can choose to show or hide this label.

Sale label color
If you have chosen to use the sale label in the previous setting you can set a color fort his label here.

Text sale label
Enter the text you would like to include in your sale label.

06 - Product page

Design > Edit Theme: (Pages – Product details – 0.6 – Product Page)

Product options display

Dropdown list
With this option the standard drop-down with product options will be shown.

Shown Individually
With this option the product options will be shown as separate boxes. This way the visitor will have a direct overview of all possible product options and which options are currently not available.

See the following screenshot as an example:

Make a choice:

| Size: S | Size: M | Size: L | Size: XL |

Product cart button

Popup
When choosing this option the selected product will directly be added to the shopping cart. To make this clear to the visitor a pop-up will appear and within this pop-up he visitor will be able to either choose to continue shopping or to proceed to checkout. If the visitor chooses to continue shopping the pop-up will close and the visitor will still be on the product page. Otherwise the visitor will be directed to the cart.
Note that if a product has custom fields the pop-up feature will be replaced by a 'more information' button.

Standard
This option will direct visitors directly to the cart when adding a product to the shopping cart.

Order within:

06 : 09 : 55

and receive next day delivery!

€119,95
Incl. tax

| 1 | Add to cart |

Visibility - Timer
Within this theme it is possible to show a timer on product pages. You can also hide this feature.

With a timer you can highlight a specific USP. For example: order within the hour and your order will be shipped today!
The timer will be an extra trigger for visitors to add a product to the cart.

Timer end time
You can set the end time for the timer. For example: you offer next day delivery for orders placed before 16:00h.
In this case fill in 16:00. Use the format HH:MM (HOURS:MINUTES)
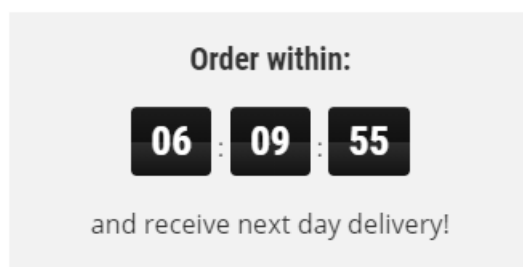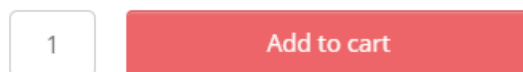
Timer text

You can fill in the text you would like to show above the timer. For the example for the previous setting you could write something like 'and receive your order tomorrow!'

Product banner

If you would like to show a banner on your product pages you can upload an image here. The image will appear just above the shopping cart button. This product banner can be used to trigger visitors to add the product to the cart by showing your best USP. Or you might want to let visitors know that if they have any inquiries about your products of service they can contact you directly by e-mail, chat or telephone.

Size: 253 x 75 pixels
Size retina: 506 x 150 pixels

Product banner link
Here you can add a hyperlink to your product banner

Product banner alt-tag
Here you can add a unique alt tag to your product banner

07 – Footer

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

Background color footer
Set a background color for the footer of your webshop.

Text color footer
Set a color fort the text in the footer. Make sure you use a color that stands out from the background color.

Visibility – RSS feed
Choose to hide or show the RSS feed feature.

07 – Footer | Contact information

Design > Edit Theme: (General – Footer – 0.7 – Footer Contact Information)

When you fill in any of the settings below they will appear in the footer of your webshop.

About us text
Here you can add a short description about your webshop/company. This description will be placed in the Footer at the bottom of the page.

Company name
Enter your company name.

Street + housenumber
Fill in the street and number of your company's address here.

Postal Code
Enter the zip code here.

City
Let customers know where your company is located.

Telephone number
Fill in your phone number to give visitors the possibily to contact you by phone.

E-mailadress
Enter your e-mail address here.

Chamber of Commerce number
Fill in your Chamber of Commerce credentials here.

VAT Number
Fill in your taks number here.

07 – Footer | Social media

Design > Edit Theme: (General – Footer – 0.7 – Footer Social media)

Social media bar
Here you can enable or disable the social media bar above the footer.

Social bar background color
Set a background color for your social media bar. Social media icons will show in this bar.

Social bar text color
Choose a color for text in your social media bar. Make sure you use a color that stands out from the background color.

Twitter
Enter the URL to your Twitter account.

Facebook
Enter the URL to your Facebook account.

Google+
Enter the URL to your Google+ account.

Pinterest
Enter the URL to your Pinterest account.

YouTube
Enter the URL to your YouTube Channel.

Tumblr
Enter the URL to your Tumblr account.

Instagram
Enter the URL to your Instagram account.

LinkedIn
Enter the URL to your LinkedIn account.

08 – Translate German

Here you can upload your banners in German if you have activate the German Language in your shop.

09 – Translate English

Here you can upload your banners in English if you have activate the English Language in your shop.

If you have activated other languages besides English and German and you want to upload separate banners fort his language this has to be manually build in to your webshop. For every language there will be a separate section added so you can upload the banner of this language.

Additional services - SEA

Ads management

With OOSEOO as your partner for online marketing you are guaranteed the best possible AdWords management according to the latest techniques and strategies. This way we can make the most out of your AdWords campaigns.

When you let OOSEOO professionally set up and manage your AdWords campaigns you can expect high quality management by an official Google Partner.

The OOSEOO service goes far beyond simply setting up and managing your account. Our AdWords specialists are ready to take your advertising campaigns to the next level.

Do you want to start advertising with AdWords? Contact our specialists today for more information!

> **We've got a special offer for Lightspeed merchants: We will set up and manage your AdWords campaigns.**

Bing Ads

Start advertising with Bing today! The Bing search engine may not bring you the traffic Google brings you, but advertising with Bing Ads will also cost you just a fraction of the needed Google AdWords budget. We can easily set up your AdWords campaigns and bring them to the Bing Ads platform to give you the full SEA deal.

Contact us for more information on our combined AdWords and Bing offers.

Google Shopping

When you use Google to find what you are looking for online you will probably have come across Google Shopping. Google Shopping consists of several product images including product prices and merchants shown in the Google search results.

Google Shopping is a very powerful way for merchants to advertise with Google AdWords. By directly showing users the product and corresponding price they can easily decide which product they like and where they can buy it.

To start advertising with Google Shopping you will need the product feed Lightspeed has made available. You will find this feed at Settings > Google Products. However, just the feed alone won't make you visible in Google Shopping. To start advertising you will also need the following:

An active Google AdWords account
A Google Merchant Center with the right settings (Shipping and a claimed and verified URL)
A working product feed added to your Merchant Center
A connection between the Merchant Center and your AdWord account
A google Shopping campaign in Google AdWords

Please be aware that advertising with Google Shopping isn't free. Setting up the necessary account is free, but when starting an AdWords campaign you will start paying a certain amount per click.

Do you want to start adveristing with Google Shopping but could you use some help setting up the accounts and campaign? Leave it to us to do it for you!

For you as Lightspeed merchant we can quickly set up a Google Shopping campaign. This way you won't have to wory about getting the settings right to start your campaigns. After letting OOSEOO set-up your accounts and campaign you can manage the campaign yourself.

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

Banner set SEOnista (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 SEOnista 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:

We will discuss your preferences and wishes
According to your input and the current design of your shop we will design a newsletter template
You will receive the template design and you will have the opportunity to give feedback (correction round)
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:

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

Additional correction rounds can be bought at hourly rate. 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 SEOnista 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

Contact information OOSEOO:
Euroweg 39a
3825 HA
Amersfoort
Tel: +31 (0)33 7600110
E-mail: development@ooseoo.com

Google Partner Profile: www.google.com/partners/#a_profile;idtf=01463399440894 8711490

Contact information Lightspeed Group B.V.:
Herengracht 54
1015 BN Amsterdam
Telefoon: +31(0) 20 820 23 91
E-mail: info.nl@lightspeedhq.com

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.