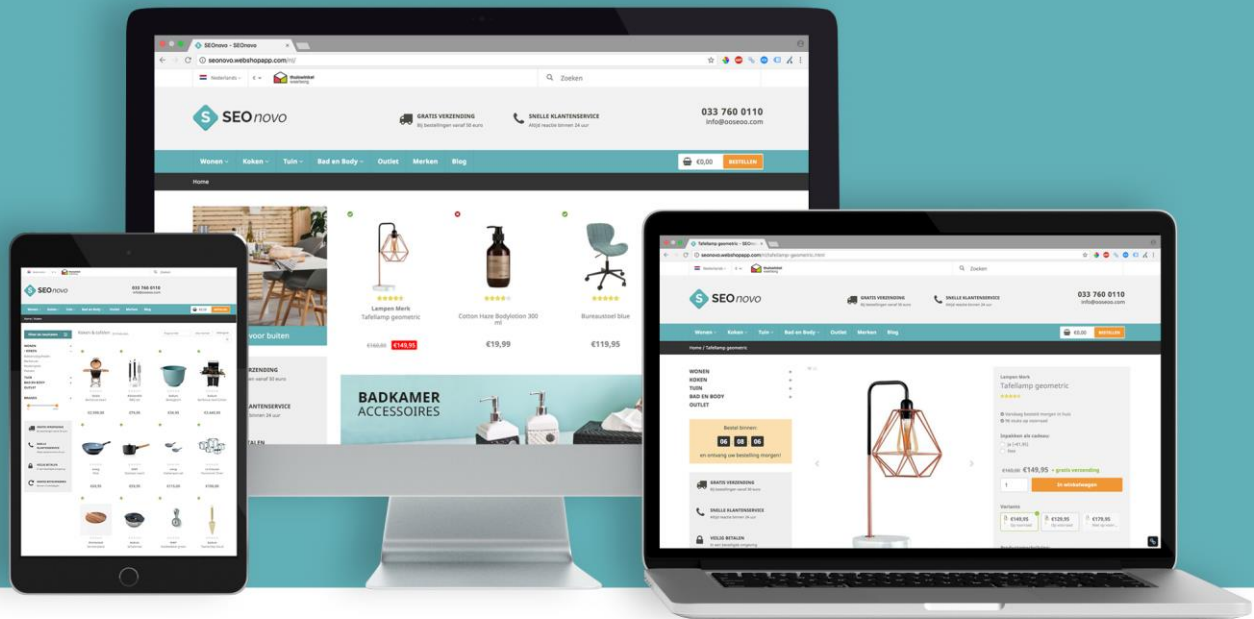


Modern, Conversionoptimized and fast



## Theme Features:

- ✔ Delivery timer.
- ✔ Custom design of the blog and article pages.
- ✔ Custom 404 page.
- ✔ Newsletter pop-up..
- ✔ XML Kiyoh feed integration, display of score and reactions.
- ✔ Custom design of the customer service page.
- ✔ Product variants shown visually, including image and stock status.

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## The template of SEOnovo

### XML Kiyoh feed integration

If you make use of Kiyoh, you can request an XML feed at an additional cost. By installing the XML feed, every new assessment becomes an activity on your website. This is great for SEO, and Google will set your position higher in rankings. In combination with the Rich Snippets (also integrated as standard in this theme), the yellow stars in organic Google search results are displayed and you are even more striking!



★★★★★ 9/10 **Wendy**

Correctie snelle levering. Alles ging in één keer goed. Product snel geleverd.

★★★★★ 10/10 **Danny**

Snelle levering, zeer goede en duidelijke communicatie. Ze doen echt wel moeite om alles goed op te volgen en communiceren heel duidelijk.

★★★★★ 9/10 **Renate**

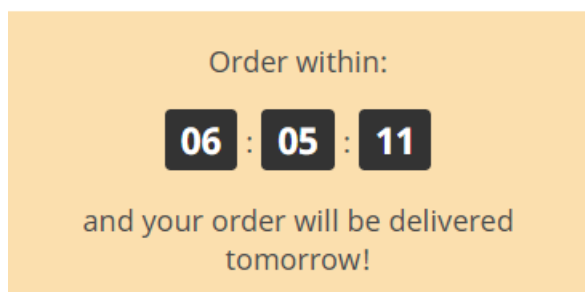
Duidelijke website. Ik had de tafel pas begin van de avond

besteld en heb vervolgens af en af ontvangen en het was goed.

[BEKIJK ALLE REVIEWS](#)

### Timer for fast delivery time




Today ordered before 16:00, tomorrow delivered? This can be an extra trigger for the visitor to directly complete the order. In the SEOnovo a timer is integrated on the product page, which counts down to the deadline of this fast delivery time. Very handy!



### Product variants shown visually, including image and stock status

How beautiful is it that you can immediately see the stock status of the other product variants on the product page. This is possible in the SEOnovo! The product variants are displayed visually as a block, including a small image, stock status and price. If you do not have a different image per variant, you can also choose to show the title of the variant, including inventory status and price.

#### Variants

 <b>€149,95</b> In stock	 <b>€129,95</b> In stock	 <b>€179,95</b> Out of stock
--	--	--

### Custom design blog pages

OOSEOO has refreshed the blog pages. A clear layout of all blog articles and a nice sleek design for the blog article pages.



#### Recent articles



BLOG / 01 JUN 2018

#### Groen interieur met deze 10 doe het zelf ideeën

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam ullamcorper pulvinar nibh, vitae fringil...



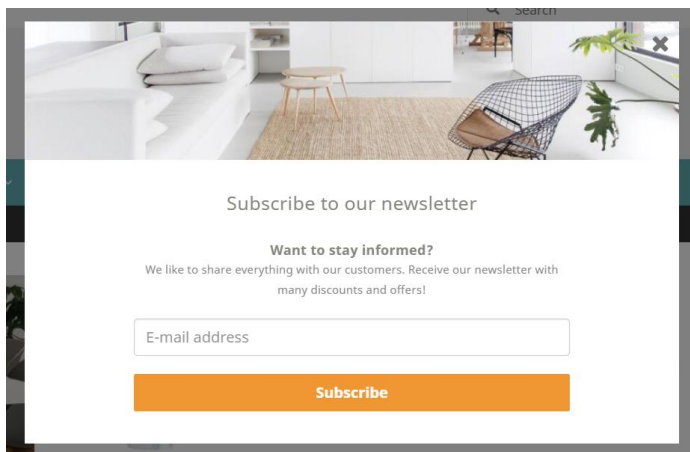
BLOG / 04 MAY 2018

## Custom 404 page

Within LightSpeed visitors will be sent to the home page by default, if they visit a page that does not exist. In this theme we have changed that and developed a custom 404 page. You can adjust the text on this page yourself via the theme settings, or via the Customized translations.

## Newsletter pop-up

To promote your newsletter, there is the possibility to have the subscription form for the newsletter appear as a pop-up in the webshop. After being filled in or clicked away, it will no longer be displayed for 24 hours, which means that it will store the cookies on the visitor's computer for 24 hours. The image and text in the popup can be changed via the theme settings.



## Custom customer service page

We have refreshed the standard layout of the customer service page and adjusted it to the overall style of the webshop. The FAQ questions are collapsed by default, in order to save space on the page and make it more user-friendly. When the question is clicked, the answer only collapses.

## Support for Google Remarketing

By default, the code for Dynamic Remarketing is already implemented in the SEOnovo.



Do you need help with implementing the code and setting up a dynamic remarketing campaign? You can find our special offer for Lightspeed webshops in the Dynamic Remarketing manual!

Do you then need further support in setting up and managing your Dynamic Remarketing campaigns? Then check out our AdWords packages at [www.ooseoo.com/adword-outside](http://www.ooseoo.com/adword-outside).

## About OOSEOO

OOSEOO is a full service agency internetmarketing-, e-commerce and web design services. You can obviously expect high quality. We also attach great importance to transparency, communication and customer satisfaction. Your success is our business card, after all!

With OOSEOO partner for your online visibility you work with one of the best offices in the Benelux. OOSEOO officially Google Partner and we are proud of. If Google Partner meet our Google AdWords campaigns to the highest quality standards. All of our specialists are fully certified and are directly and as one of the first from the Google headquarters in Dublin kept informed of the latest features and functionalities within AdWords.

We have also built up a vast knowledge through years of experience in the field of search engine optimization, link building, e-commerce and content marketing. However, the world does not stand still and we expand our knowledge of the day. So we can always provide an up-to-date service in the field of online marketing.

In order to offer our customers, we have the right people to design and build beautiful websites and webshops full service on different platforms such as WordPress and Lightspeed e-Commerce platform. Our designers always work with a view to better findability, usability and conversion-enhancing aspects. So we combine our knowledge to optimal results!

# General

## Design > Edit Theme: (General – Visual – Header)

### Background Image

You can enter an image for the background.

### Repeat image

Here you can have the image repeat horizontally, repeat vertically, horizontally and vertically or no repeat.

### Font

Here you choose from different fonts to use on the website.

### Font size

Here you can set the size of the used font.

### Background color

Here you can set the background color of the entire website.

### Text color price

Here you can set the color for the product prices.

### Buy button color

Here you can set the background color of all cart / buy button.

### Buy button text color

You can set the text color of all cart / buy button. Use a color with plenty of contrast relative to the background.

### See top brand product title

This option allows you to display the brand name above the title on all product pages.

### Text page 404

This theme is built a custom 404 page. Here you may change the default text. The default text is as follows:

"Our mistake. Perhaps the page you were looking for no longer exists. Or moved. We help you to find what you are looking for! Use the search box below, or find your product through the navigation above. "

The other text on the page (such as, sorry, we can not find the page) can be changed via the Customized translations.

## Header

### Design > Edit Theme: (General – Header – Header)

#### Logo

Maximum size: 400 x 85 pixels

Maximal retinal dimension: 800 x 170 pixels

#### Logo mobile version

Maximum size: 200 x 35 pixels

Maximal retinal dimension: 400 x 40 pixels

#### Favicon

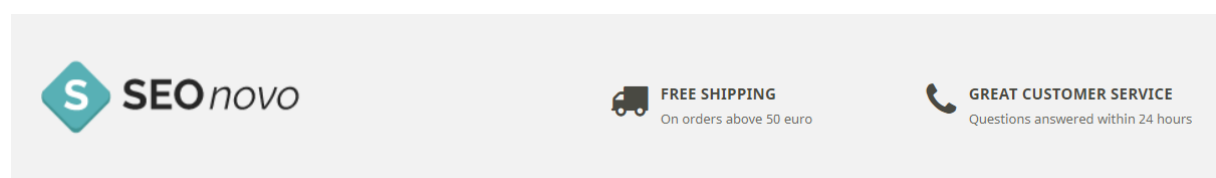
Maximum dimension: 16 x 16 pixels

#### Background Color header

You can set a background color if you are not using a background image for the header.

#### Header Text Color

You can set the text color of the header. Use a color with plenty of contrast relative to the background.

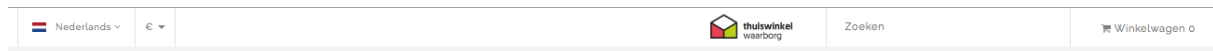


**Background Color topbar**

You can set a background color for the topbar.

**Text Color topbar**

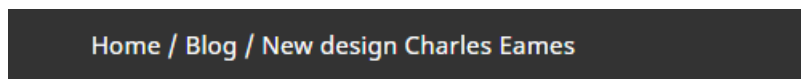
Here you can set the text color for the topbar. Use a color with plenty of contrast relative to the background.

**Background Color breadcrumbs bar**

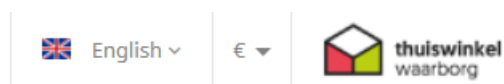
You can set a background color for the breadcrumbs bar.

**Text Color breadcrumbs bar**

You can set the text color of breadcrumbs bar. Use a color with plenty of contrast relative to the background.

**Hallmark image**

Here you can upload any picture from an online store label, such as Thuiswinkel guarantee. This image will be displayed in the topbar next to the search field. Of course you can use this image for other purposes.



**Maximum size: 100 x 40 pixels retina maximum dimension: 200 x 80 pixels**

**Link to label / certificate**

If you have uploaded an image in the above field, you can place a link for your page with the certificate of the mark. The page will be opened in a new window. Of course you can also use this for other purposes.

## Customer reviews

### Design > Edit Theme: (General – Advanced – Customer Reviews)

#### Activating Kiyoh XML feed

If you use Kiyoh reviews you can set your own custom XML feed. This feed will retrieve real-time the last three reviews, including name and rating. This XML feed can be requested at Kiyoh, additional charge (€ 100, - excluding VAT per year)



#### Kiyoh Connector Code

This code can be found in your Kiyoh account under your account.

#### Kiyoh Company ID / Business Number

This code can be found in your Kiyoh account under your account.

#### Kiyoh widget

Here you can enter the URL of your Kiyoh widget.

Log in to your account Kiyoh. Go to "Publish" and choose the widget 'agent'. Copy the code snippet.

*Please note: you must remove the iframe around the URL for best results.*

By default, the URL for example:

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

Change this to:

```
https://www.kiyoh.nl/widget.php?company=6833
```

### **Feedback Widget company**

Here you can enter the URL of your Feedback Company widget.

Log in to your Feedback Company account. Go to Widgets, select a widget responsive. Click 'Continue'. Copy the lower piece of code (iframe).

*Note: Do not fill the entire URL into the settings, but only a small part.*

This is for example the URL you get:

<! - TFC WIDGET #tfcwidgetcontainer these receives the HTML for the widget. You can size and this div to fit your website ->

```
<Div id = "tfcwidgetcontainer"> </ div>
```

```
<Script type = "text / javascript" src =
```

```
"https://beheer.feedbackcompany.nl/widget/50696.js" Async = "async"> </ script>
```

However, you only need to paste the following URL into the text box:

<https://beheer.feedbackcompany.nl/widget/50696.js>

### **Webwinkelkeur widget**

Here you only need to enter your Account ID Webwinkelkeur.

# Navigation

## Design > Edit Theme: (General – Visual - Navigation)

### Background Color navigation

Here you can set the background color of the navigation.

### Text Color Navigation

Here you can set the text color for navigation. Use a color with plenty of contrast relative to the background.



### Hide brands in navigation

If you have created brands but do not want to display in the navigation, you can disable it here.

### Hide blog navigation

If you have created a blog but do not want to display in the navigation, you can disable it here.

### Use custom navigation structure

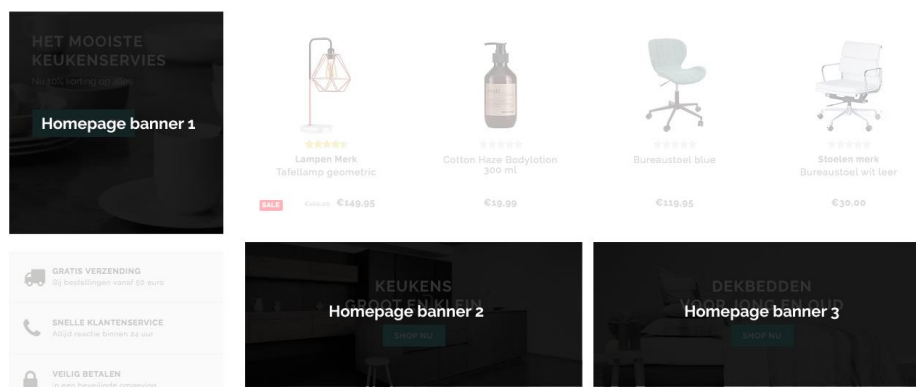
The default setting is set up the structure of all visible (main) categories and subcategories. With this option you can activate the ability to use its own navigation structure. The navigation tree can be created under Design> Navigation. Please note, it is not possible to create multiple layers in this structure.



# Homepage

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

The homepage is designed to place three banners. Below you will find an overview of the banner refers to the option in the back office.



All images must be uploaded first under Tools> Files. Once the image is uploaded, press the pencil and copy the image's URL. Then go back to Design> Settings homepage banner 1, 2 or 3 and paste here the just copied URL into the appropriate field.

To display the image, then again in different languages, you must follow these steps. Upload the image in under Tools> Files and copy here the image URL. Then go to Design> Custom translations and is here with the green plus icon at the top of a new translation. The field Existing translation should be left empty. In Dutch field enter the "standard" image URL, you can enter different URLs of the images for each language in the remaining fields.

### Homepage banner 1

**Size: 295 x 285 pixels**

**Retina Size: 590 x 570 pixels**

### Homepage Banner 2 & 3

**Size: 465 x 200 pixels**

**Retina Size: 930 x 400 pixels**

**Homepage banner 1, 2 en 3 text**

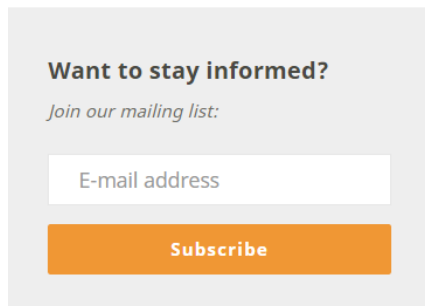
You can choose to add a text on the images. This will be automatically placed at the bottom of the image. The background color and text color can be changed below this setting.

**Background color newsletter block**

You can set a background color for the newsletter form.

**Text color newsletter block**

Here you can set the text color for the newsletter form. Use a color with plenty of contrast relative to the background.


**Visibility newsletter**

If you are not using a newsletter, you can hide here the registration form at the bottom of the shop.

**Visibility categories**

Here you can hide or show the categories on the front page.

You'll want to show categories on the front page? Add them under Design > Categories headlines. For best results, you should add a category image in each category (in the back office to the relevant category itself).

The best size that you can use is 295 x 330 pixels.

**Visibility tags**

Here you can hide the tags. For SEO reasons, we recommend to hide forever, read below why.

Improper use of tags can have a negative effect on the organic ranking of your website in Google. We also advise sparingly to deal with tags and to choose only relevant terms.

When you disable tags on the homepage, it does not mean that you do not have tags. Indeed, you can still create tags in the backend. The pages can still be indexed by search engines.

It can not properly apply tags lead to duplicate content. Also, too many links can come on a page. Both duplicate content as too many links on one page, have a negative impact on the position of the shop in the Google search results.

## USPs

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

A USP (Unique Selling Point) is a unique benefit of your product or service. The advantage you apart from the competition. The advantage must be truly unique.

#### Background color USP block

Here you can set the background color of the USPs. This block is displayed on the homepage and sub-pages on the left.

#### Text color USP block

You can set the text color of the USPs. This color will be used for the text and icons in the block. Use a color with plenty of contrast relative to the background.

#### USP 1 t / m 4

Please enter a short but powerful USP here, for example: Free shipping.

#### USP sub 1 t / m 4

This setting allows you to add an extra line under the USP, eg for orders from 50 euros

USP USP 1 and 2 will automatically be included in the header. here so be careful that you are your best USP's top first enter.



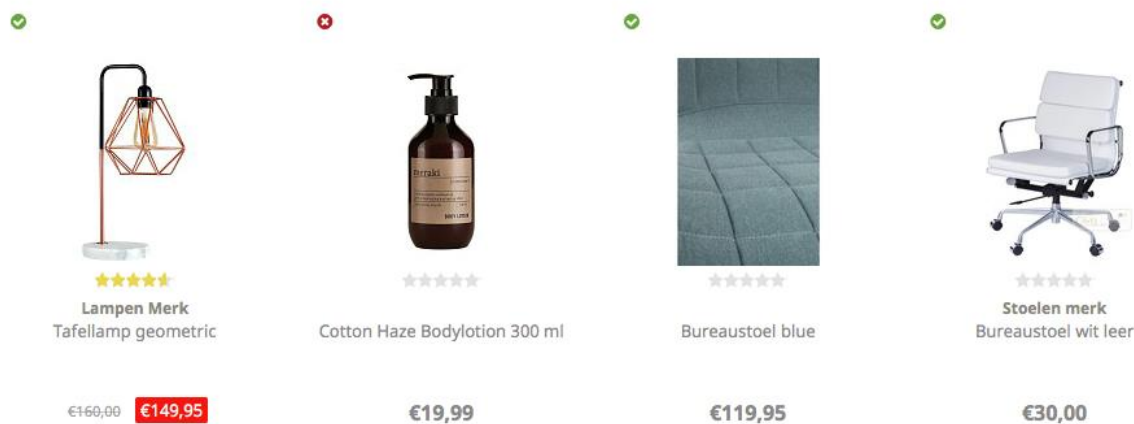


## Category pages

### Design > Edit Theme: (Pages – Category page – Category Page)

#### Display inventory status by product

When this option is switched on every page stock status of the product shown, through a subtle icon:



#### Show 2 product image on mouseover

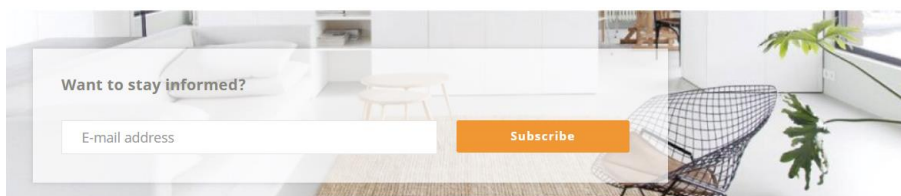
As the title indicates, is shown the 2nd product image with this when you move your mouse over the product.

#### Figure newsletter block

Under the product overview is shown the registration of the newsletter. Background of this block, you can set an image.

**Size: 945 x 200 pixels**

**Retina Size: 1890 x 400 pixels**



#### Visibility newsletter block

If you are not using a newsletter to hide here the block with the registration form.

### Height product titles

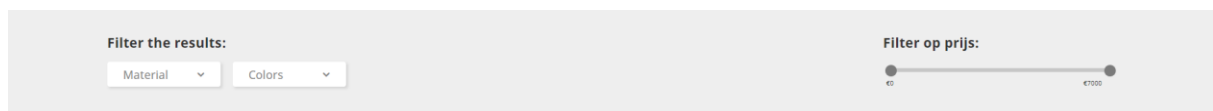
If you take this very long product titles you can use to adjust the height of the product titles on category pages used. The produced titles set to a height of 2 lines of text, the rest is hidden. If you adjust the height, the number of pixels with this option more can be displayed on the product title.

### Background Color filter block

Here you can set the background color of the product filters.

### Text Color filter block

You can set the text color of the product filters. Use a color with plenty of contrast relative to the background.



### Compare visibility

Here you can hide or show Compare option.

### Wishlist Visibility

Here you can hide or show the wish-list option.

### Display reviews / product rating

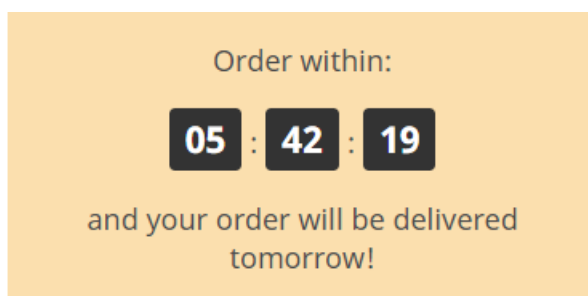
This option allows you to review the star at every product on or off on the category pages.

## Product page

### Design > Edit Theme: (Pages – Product Page – Product Page)

#### Activate timer

If you offer for example in less than one day if ordered before a certain time, you can use this timer. The timer counts down to the final deadline for the quick delivery. This may trigger additional visitors to checkout the product quickly.



#### Timer end

Here you enter the time until the timer expires. The time must be introduced in HH:MM format, so for example 18:00

#### Timer text

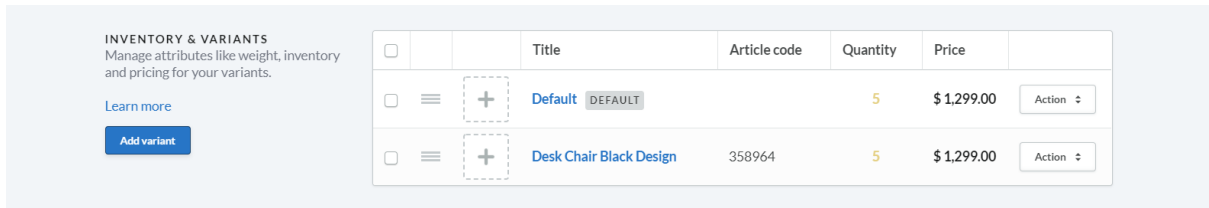
Here you can change the text below the timer. Default is set to "receive your order tomorrow!"

#### Enable the timer in the weekend

Perhaps create on the weekend using different delivery times, you can disable the timer here for the weekend.

#### Display product variants

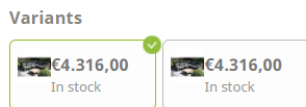
For each product you can set different variants. Think like a product in different colors. These variants can be created in the back office under the heading Stock & Variants with each product. See below:



In this issue, we have built two different views of this innovative variants.

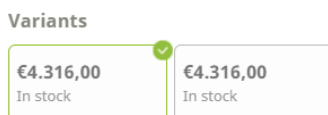
### With variant image

If, for example, offering a product in different colors, you can view visual variations in blocks with this setting on the product page, including image, price and stock status.



### Without variant image

Not using different images on the variants, you can select this setting. This setting and also displayed visual blocks of variants, including title, price and stock status, but no picture.



### VAT show behind price

Specify whether you set the tax value to display behind the product price.



### Free shipping back price

If you offer free shipping above a certain amount, I recommend that you use this setting. Imagine if, for example offering free shipping for orders of 50 Euros fill 50 here.

Now is automatically behind the price of each product that costs more than 50 euros (and then free shipping so appropriate) added text + free shipping.

€4.750,00 **€4.316,00** + free shipping

### Visibility stock items

Here you can view the numbers behind the stock or hide.

### Visibility tab tags

Here you can see the tab with tags appear next to the product or hide.

## Footer

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

#### Background color footer

Here you can set the background color of the footer.

#### Text color footer

You can set the text color of the footer. Use a color with plenty of contrast relative to the background.

#### URL Facebook

Fill in the URL of your Facebook page.  
Automatically an icon will appear in the footer.

#### URL Twitter

Enter the URL of your Twitter page  
Automatically an icon will appear in the footer.

#### Google+ URL

Enter the URL of your Google+ page  
Automatically an icon will appear in the footer.

#### URL Pinterest

Enter the URL of your Pinterest page.  
Automatically an icon will appear in the footer.

#### URL LinkedIn

Enter the URL of your LinkedIn page  
Automatically an icon will appear in the footer.

#### YouTube URL

Enter your YouTube page URL.  
Automatically an icon will appear in the footer.

**Visibility RSS Feeds**

Here you can hide or display the RSS feed in the footer.

**Activate snippet Google Organic**

This setting allows you to view the stars in organic Google search results. Note that this only works if you are using a program such review bc Kiyoh, Trutpilot or The Feedback Company.

**Livayi Kruiden Shampoo - Hair and Beauty Online**

[www.hairandbeautyonline.com](http://www.hairandbeautyonline.com) › [Home](#) › [Merken](#) ▼

★★★★★ Beoordeling: 7,9/10 - 2.142 stemmen

HairandBeautyonline.com, haarproducten specialist. Professionele haarverzorgingsproducten goedkoop online te bestellen, altijd aanbiedingen en promoties!

**Average rating**

Enter your average review here.

**Number of reviews**

Fill in the total number of reviews here.

**URL rating list**

Enter the URL to your summary page of your assessment program.

**Short description business / shop**

This short description will be displayed in the footer above your business.

## Company Information

**Design > Edit Theme: (General – Footer – Company details)**

**Street name + house number**

Please enter your street name and house number. This will be shown in the footer.

**Postal code and city**

Enter your zip code and city. This will be shown in the footer.

**E-mail address**

Enter your e-mail address. This will be shown in the footer.

**Phone number**

Enter your phone number here. This will be shown in the footer.

## Support

If you have questions or comments about this template?  
We like to help you!

You can reach us via the contact information:

Phone: +31 (0) 33 7.600110

E-mail: [development@ooseoo.com](mailto:development@ooseoo.com)

If you have specific questions for our employees? The email addresses of our designers and marketers visit [www.ooseoo.com/ooseoo-internetmarketing-amersfoort](http://www.ooseoo.com/ooseoo-internetmarketing-amersfoort).

## Additional services - SEA

### **AdWords management**

With OOSEOO partner for your online visibility will ensure that your campaigns are managed according to the latest techniques and strategies. So we make the most of the campaigns!

When you let your Google AdWords campaigns in a professional manner by OOSEOO set up and manage, you can expect the high quality that we as an official Google Partner are obliged to offer all our customers.

The OOSEOO service goes far beyond simply setting up and managing your AdWords campaigns. Our specialists are ready to make your AdWords campaign a success!

Would you use the top service of OOSEOO? We offer a package of two types of subscriptions. The standard is reduced by a one-year contract. The so-called "Monthly" variants are canceled monthly. If our standard packages do not meet your needs customization is possible. The price is on request.

See [www.ooseoo.com/adwords-uitbesteden](http://www.ooseoo.com/adwords-uitbesteden) for our rates.

### **Online Advertising**

Would you benefit from lower click costs for ads in Bing? Start today with Online Advertising! The budget for click costs Bing is often only 10% of the budget for AdWords. At a reasonable additional cost, we can also set up campaigns in Bing.

See [www.ooseoo.com/adwords-uitbesteden](http://www.ooseoo.com/adwords-uitbesteden) for our rates.

## Google Shopping

When you search Google you they probably already encountered: the product images with prizes. Google Shopping is a very powerful way to advertise on Google Search. Because users directly to the product price and see that they can easily see where they can buy the product and who are competitive herein.

To start Lightspeed has made a product feed available to Google Shopping. This can be found under Settings -> Google Products. The product feed means not only that you're visible in Google Shopping. To be able to advertise in Google Shopping, you need:

- All products with the correct Google Category  
(<https://support.google.com/merchants/answer/160081?hl=nl>)
- A Google Merchant Center
- A working product feed in the Merchant Center
- A Google AdWords Account
- A running Google Shopping campaign in Google AdWords (click here to pay costs)

**Offer:** If you need help for one-time set up a Google Shopping campaign for your shop you have OOSEOO to the right place!

Especially for Lightspeed merchants we can set up a Google Shopping campaign for you. So you are sure that you have the correct settings to advertise in Google Shopping. You can then manage the campaign itself. You do need to have the correct Google Categories filled.

## Additional services - SEO

### Link Building and Content Marketing

To put their own shop over other competing websites and webshops in the organic search results of a search engine, having quality links and content on other websites to your website is an essential factor.

OOSEOO can help you improve your organic rankings using Link Building and Content Marketing.

Are you interested in our Link Building and Content Marketing services? Our rates can be found at [www.ooseoo.com/linkbuilding](http://www.ooseoo.com/linkbuilding).

## **Keywords Research + navigation structure**

A keyword research is the basis of good visibility. With a keyword research insight can be provided in the search behavior of the users, and from this determine which search terms are interesting for the optimization.

By outsourcing the keyword research OOSEOO you can be sure that you receive a complete overview of all the interesting terms for the optimization of such (sub) category pages, product pages and tags.

A logical consequence of keyword research is an advice for the navigation of the shop. The opinion was based on the results of the keyword research, taking into account important aspects SEO and usability.

Would you like a good basis for a better visibility? Start always with keyword research and proper navigation!

Turn OOSEOO for a complete overview of the most interesting keywords and a strong recommendation for your navigation.

More information about keyword research and navigation proposal can be found at [www.ooseoo.com/zoekwoorden-onderzoek](http://www.ooseoo.com/zoekwoorden-onderzoek).

## **SEO Copywriting**

For good findability content is very important. To optimize your webshop you must provide them with SEO friendly texts on homepage, category and product pages.

Want to make sure you receive perfectly optimized and fun lyrics? Mist yourself creativity or are you time and hands deficit? Then switch OOSEOO in!

You can find more information on [www.ooseoo.com/seo-copywriting](http://www.ooseoo.com/seo-copywriting).

## **Additional services - Webdesign**

OOSEOO is not only an expert in the field of online marketing. Also in the field of web design, our staff awaits you.

So you can enable us to include the following activities:

Transferring your existing shop to another template;

The format of banner sets your shop;

Redesign on the basis of an existing template;

Custom design of your shop;

Logo design;

Newsletter templates;

Changes to your template;

Responsive web design.

The OOSEOO web designers always work with a view to conversion. This not only means that we provide attractive web shops, but also provide functional and user-friendly online shops. Combining the creativity of the web designers and online marketing expertise of our marketers always gives the best result.

Are you able to us to know in the field of web design? Check here our portfolio:[www.ooseoo.com/portfolio](http://www.ooseoo.com/portfolio).

You can always contact us for web design work. After identifying your needs we will send you a suitable proposal.

Offers: For Lightspeed merchants and users of the OOSEOO amaSEO theme we have attractive offers to your shop to give the right image and fill in the template in completeness. An overview of our services can be found on the next page.

## Terms & Disclaimer

Our services OOSEOO the terms and conditions apply. For the template is that here as well the general conditions of Lightspeed are applicable.

If you purchase one of our products or our services decreases allows you to know this that you are aware of the terms and OOSEOO of Lightspeed.

Our terms and conditions (for services OOSEOO) can be found on our website: [www.ooseoo.com/algemene-voorwaarden-ooseoo.pdf](http://www.ooseoo.com/algemene-voorwaarden-ooseoo.pdf)

The general conditions of Lightspeed (for use of templates) can be found on the Lightspeed website: <https://www.lightspeedhq.nl/kassasysteem/retail/terms/>

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Please contact us if you have any questions about our terms and conditions or if you have a PDF file containing wishes to receive the terms and conditions. This we will then send you free of charge.

## Support

**If you have questions or comments about this template?**

**We like to help you!**

You can reach us via the contact information:

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E-mail: [development@ooseoo.com](mailto:development@ooseoo.com)

*OOSEOO Internetmarketing wish you many sales  
&  
eCommerce success!*