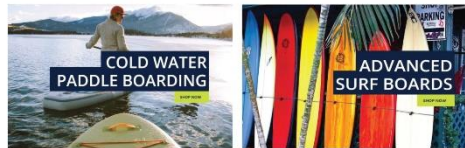
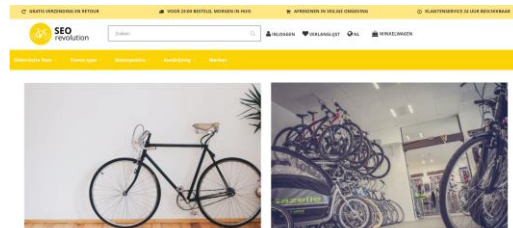
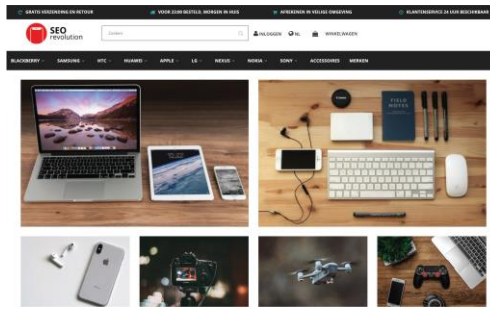


# SEOREvolution Theme - Documentation



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## Install SEOREvolution

1. Log in to your eCom back office
2. Go to Design > Theme Store and search for the SEOREvolution theme
3. Click on one of the SEOREvolution theme variations displayed in the results. The variations are all part of the SEOREvolution theme, but choosing one will give you a preset to work with quickly.

Thank you for choosing SEOREvolution for your Lightspeed eCom store! We've put together this guide to help you easily customize every feature and design element for your site. Ultimately, you should have a very unique design that not only represents your brand well, but also provides a positive shopping experience for your customers.

## **Are you new to Lightspeed eCom?**

If you're setting up an eCom store for the first time, we recommend visiting the Lightspeed eCom Help Center first for a complete overview of the platform's features and settings. The following articles will help you with installing the SEOREvolution theme.

## **About OOSEOO**

OOSEOO is a full-service agency for internet marketing, e-commerce, and web design services. You can naturally expect high quality. In addition, we attach great importance to transparency, communication, and customer satisfaction. After all, your success is our business card!

By partnering with OOSEOO for your online visibility, you are working with one of the best agencies in the Benelux. OOSEOO is an official Google Partner and we are proud of it. As a Google Partner, our Google Ads campaigns meet the highest quality standards. All of our specialists are fully certified and are kept up-to-date on the latest opportunities and functionalities within Ads directly and among the firsts from the Google headquarters in Dublin.

Furthermore, through years of experience, we have built up extensive knowledge in the areas of search engine optimization, link building, e-commerce, and content marketing. However, this world does not stand still, and we are constantly expanding our knowledge. This enables us to always provide you with an up-to-date service in the field of online marketing.

In order to provide our customers with a complete service, we also have the right people in-house to design and build beautiful websites and webshops on various platforms, such as WordPress and the Lightspeed e-Commerce platform. Our designers always work with an eye for better visibility, user-friendliness, and conversion-enhancing aspects. This way, we combine all our knowledge for optimal results!

# What should I pay attention to when installing the SEOREvolution theme?

## Help! My webshop looks strange after installing the template.

No need to panic, your visitors won't see this! Because you visit your own webshop very often, the elements of the previous template and images are stored in your browser's cache. This can conflict with the new template and its new elements.

After installing the SEOREvolution theme, the first thing you should do is press CTRL + F5 (Windows) or CMD + SHIFT + R (Mac) a few times or manually clear the cache through your browser's settings. After this, your browser will show the webshop in a correct display with a clean slate.

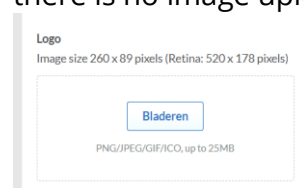
## Missing images after installing the theme.

It is possible that after installing the template, there are missing images in the webshop. This will be related to, for example, the category banner or product banner. You will then see an icon like the one below:



If you upload an image here, this icon will disappear and be replaced with the uploaded image.

If you do not want to use an image but still want to remove the icon, follow these steps: Go to Design > Customize theme, find the relevant image and click on Remove, even if there is no image uploaded.



Click on Publish in the top right corner and the icon will disappear.

Niet-gepubliceerde wijzigingen

Publiceer



## Images in Retina

In this template, you can upload all images in Retina format. By uploading your images in Retina format, they will be displayed sharper on tablets and laptops with Retina displays.

### How does Retina work?

A Retina display has twice as many pixels as a normal display. This means that if you use an image with a normal number of pixels, it will be displayed blurry on a Retina display. By making an image twice as large, you can avoid this. A Retina display scales images back to the original size, but with twice as many pixels, making them sharper than the original size.

### What do I need to do?

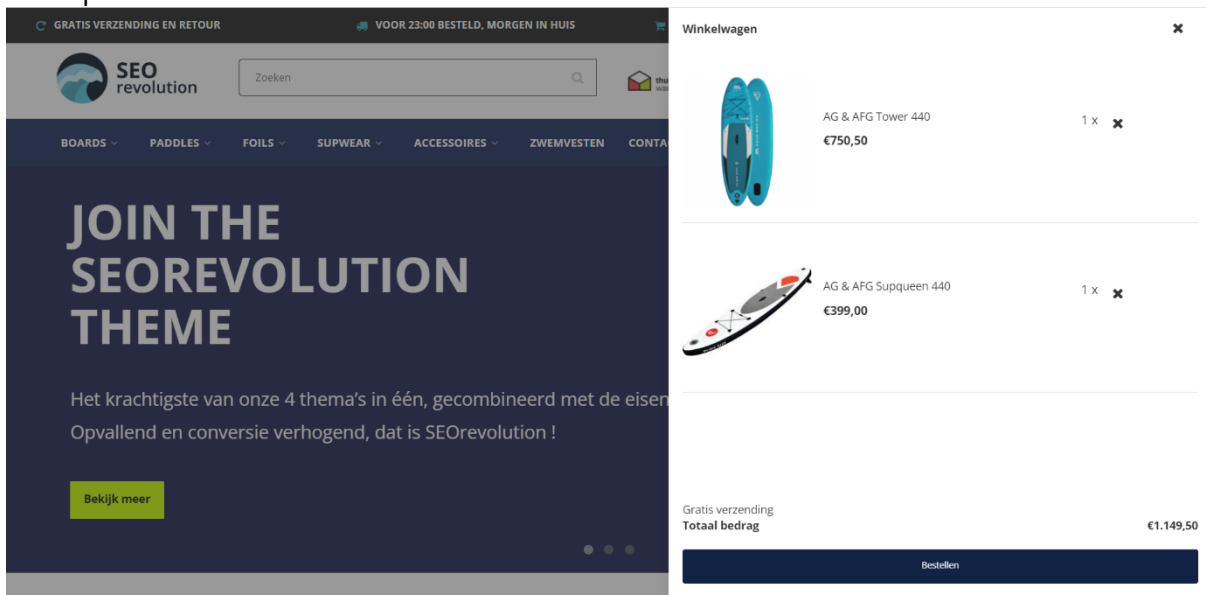
You need to upload the image in a format that is exactly 2 times larger. So, for example, an image of 300 x 400 pixels should be uploaded in 600 x 800 to display properly on Retina screens.

## General Header

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

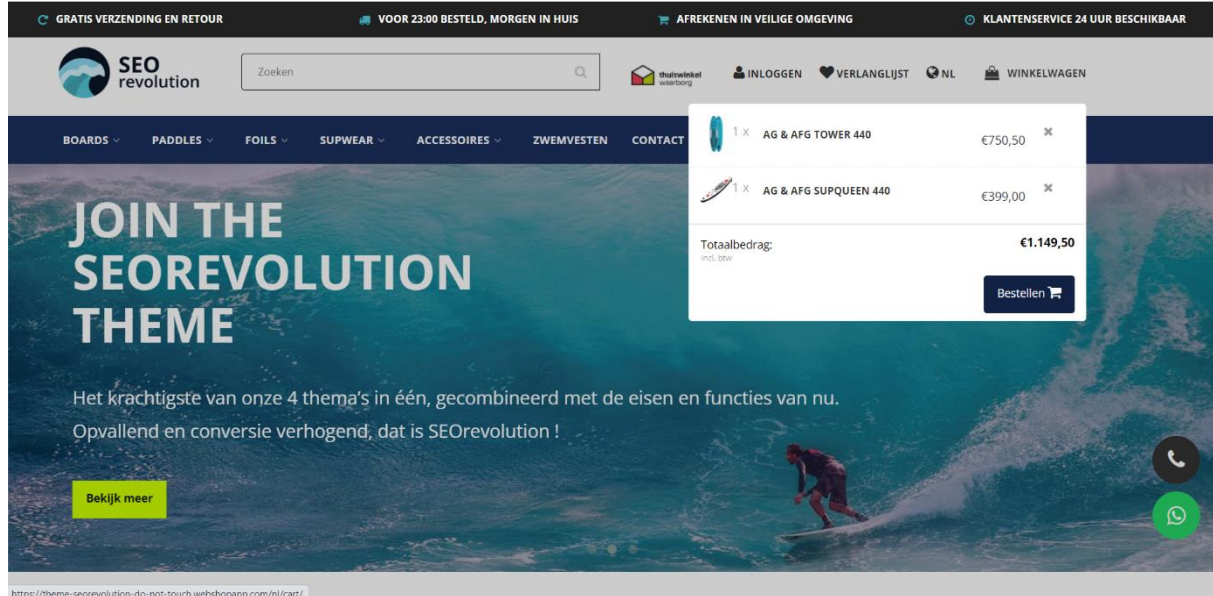
#### Shopping cart opties

#### Shopping cart with pop-up from the right side example:



## Shopping cart Visible when the mouse hovers over it.

example:



## Certification mark

Add a small image, such as the home shopping guarantee certification mark.  
Dimensions: 115 by 40 pixels

## Certification mark URL

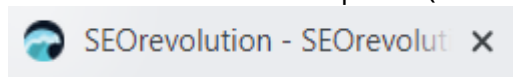
Add a link to a page of your choice.

## Logo (Image size 260 x 89 pixels (Retina: 520 x 178 pixels))

Here you can upload your company logo.

## Favicon

Add a favicon of 16 x 16 pixels (a small image that appears in the tab)



## Text color header

Add a color code.



## Design > Edit theme: (General- Header – 0.2.1 Header | navigation )

### Background color header

Add a color code

### Background color navigation below

#### Menu dropdown color

Add a color code

### Text color navigation

Add a color code

### Navigation bar categories in capital letters

Make the categories in the navigation in caps lock

### Hide brands in menu

Hide the brands in the menu

### Hide blog in menu

Hide the blogs in the menu

### Shopping cart remains visible while scrolling

Fix shopping cart while scrolling down.

### Manually set navigation

Manually add navigation links to the custom navigation structure.

<https://theme-seorevolution-do-not-touch.webshopapp.com/admin/menus>

## Design > Edit theme: (General- Header – 0.2.2 Header | USP'S )

### Visibility of USPs

Turn the unique selling points on or off with the visibility USP button.

### Display of USP bar

Sticky (remains visible when scrolling down) / non-sticky (disappears when scrolling down)

### Background color of USPs

Add a color code

### Icon color

Add a color code



**Text color**

Add a color code

**USP 1, USP 2, USP 3, USP 4**

Add the unique selling points of the webshop

**USP 1 icon, USP 2 icon, USP 3 icon, USP 4 icon**

Add icons to the USPs

**USP 1 link, USP 2 link, USP 3 link, USP 4 link**

Add a link to a page of your choice.

## General Footer

**Design > Edit theme: (General- Footer - 0.7 Footer)****Background footer**

Add a color code.

**Background extra links footer**

Add a color code.

**Footer text color**

Add a color code.

**Background color social media**

Add a color code.

**URL Facebook, Twitter, Pinterest, LinkedIn, YouTube, Instagram**

Add a link to the social media pages.

**Visibility RSS feed**

Make the RSS feed visible.

**Average rating**

Add the average score of the webshop.

**Total amount of ratings**

Add the total amount of reviews.

**URL rating overview page**

Add a link.

### **Footer image**

Add an image to the footer (bottom of the page).

## **Design > Edit theme: (General- Footer – 0.7.1 Footer)**

### **Company name**

Enter your company name here. This will be displayed in the footer.

### **Street name and number**

Enter your street name and number here. This will be displayed in the footer.

### **Postal code + City**

Enter your postal code with city here. This will be displayed in the footer.

### **Email**

Enter your email address here. This will be displayed in the footer.

### **Phone number**

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

### **Whatsapp number**

Enter your Whatsapp number here. This will be displayed in the footer and possibly in the sticky Whatsapp.

### **Chamber of Commerce number (KVK number)**

Enter your Chamber of Commerce number (KVK number) here. This will be displayed in the footer.

### **VAT number**

Enter your VAT number here. This will be displayed in the footer.

### **IBAN number**

Enter your IBAN number here. This will be displayed in the footer.

### **Price range from**

Enter your price range from (lowest amount for a product) here.

### **Price range to**

Enter your price range from to (highest amount for a product) here.

## **Design > Edit theme: (General- Footer - 0.7.2 Opening hours)**

### **Opening hours Monday to Sunday**

Add the opening hours from Monday to Sunday.

## **General Visual**

### **Design > Edit theme: (General- Visual - 0.1 General)**

#### **Lock WhatsApp**

Option to set a fixed WhatsApp icon on the webshop.

#### **Lock phone number**

Option to set a fixed phone icon on the webshop.

#### **Button variant background color homepage**

Add a color code.

#### **Text color**

Add a color code.

#### **Background image**

Option to add a background image to the webshop.

#### **Repeat image**

Background image settings.

#### **Image position**

Background image position.

#### **Background color**

Add a color code.

#### **Font type**

Select a font type.

#### **Font size**

Font size.

#### **Text color**

Add a color code.

**Button text color**

Add a color code.

**Price text color**

Add a color code.

**Link text color**

Add a color code.

**Search bar button**

Add a color code.

**View button**

Add a color code.

**Buy now button**

Add a color code.

**Shopping cart button**

Add a color code.

**Design > Edit theme: (General- Visual - 0.8 Text pages)****Text page banner**

Add an image for the text page banners.

## General Advanced

**Design > Edit theme: (General- Advanced - 0.6 Shopping cart page)****Shopping cart banner**

When the Shopping cart banner is turned on, a banner will be displayed with the shipping costs.

**Banner background color**

Add a color code

**Free shipping from...**

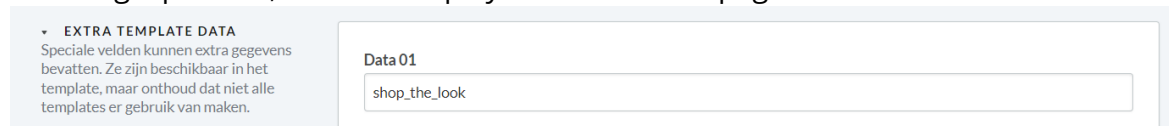
Amount from which shipping is free (if the cart banner is turned on)

# Pagina's Homepagina

## Design > Edit theme: (General- Homepage- Shop the look)

### Shop the look

By checking the checkbox, the Shop the Look feature is activated. On the product page, a product can be selected by entering "shop\_the\_look" in the Data 01 field. After selecting a product, it will be displayed on the homepage.



### Shop the look image

Click on browse to upload an image of 800 by 500 pixels.

## Design > Edit theme: (General- Homepage- Instagram)

### Image 1 to 8

Add an image of your choice.

### URL 1 to 8

Add a link to a page of your choice.

## Design > Edit theme: (General- Homepage- Homepage video banner)

### Height homepage video banner

Enter the height of the homepage video banner. (for example, 450px)

### Homepage video banner

Activate the homepage video banner by checking the box.

### Homepage video banner title

Enter the title of the homepage video banner.

### Homepage video banner text

Enter the text of the homepage video banner.

### Homepage video banner button 1, 2 text

Enter the text for the button.

### Homepage video banner button 1, 2 URL

Enter the URL for the button.

**Design > Edit theme: (General- Homepage-Homepage bannerset)**

**Enable/disable layout banners**

By checking the checkbox, the banners are selected.

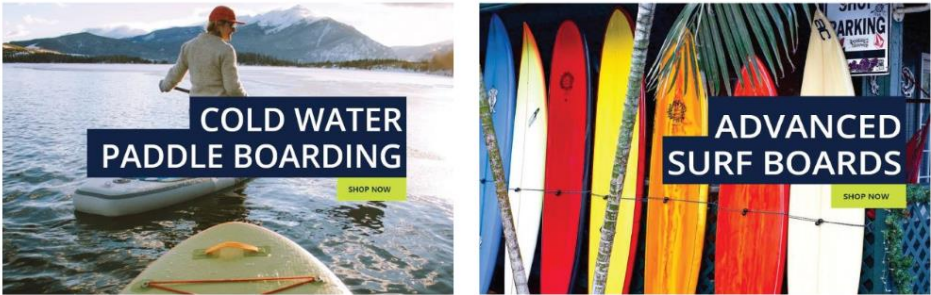
**Layout banners Homepage Option 1 to 4**

There are four options for the "banners Homepage" images setting:

**Option 1:**



**Option 2**





Option 3



Option 4





### **Homepage banner 1 to 6 image**

Add an image of your choice.

### **Homepage banner 1 to 6 URL**

Add a link to a page of your choice.

## **Design > Edit theme: (General- Homepage-0.3 Homepagina)**

### **Visibility of products on homepage**

Here you can hide or show the recommended products. You can add these products under Design > Products on homepage. Only products WITHOUT an old price will be shown here.

### **Visibility of sale products on homepage**

Here you can hide or show the discounted products. If you hide them, the new products will be displayed across the entire width of the page, provided they are set to display.

### **Visibility of new products on homepage**

Here you can hide or show the new products. If you hide them, the discounted products will be displayed across the entire width of the page, provided they are set to display. You can add discounted products under Design > Products on homepage. Products WITH an old price will be shown under this section, while the rest will be shown under Recommended products.

### **Visibility of categories**

Here you can hide or show the category overview. For SEO reasons, we advise against adding extra links to category and/or product pages that are already included in the menu bar on the homepage. This can decrease the value of the targeted keyword for which the homepage is optimized.

### **Visibility of tags**

Here you can hide the tags. For SEO reasons, we always advise to hide tags. Incorrect use of tags can have a negative impact on the organic ranking of your website in Google. We also advise using tags sparingly and choosing only relevant terms.

Disabling tags on the homepage does not mean that you don't have any tags at all. You can still create tags in the backend, and the pages can still be indexed by search engines.

Incorrect use of tags can lead to duplicate content, and too many links on a page can also have a negative impact on the position of the webshop in Google's search results.

### **Visibility of blog articles**

Visibility of blog articles on the homepage.

## Design > Edit theme: (General- Homepage-0.3.1 Homepage | Slider)

### Slider speed

The slider speed can be adjusted here. The higher the number, the slower the slider will be.

### 0.3.1 Homepage | Slider afbeelding 1,2,3

Add a link to a page of your choice.

### 0.3.1 Homepage | Slider afbeelding 1,2,3 URL

Add a link to a page of your choice.

## Pages Category Overview page

### (General- Overview page - 0.5 Category Overview Page)

#### Sidebar category overview page

Visibility of side navigation on the overview page.

## Pages Category Page

### (General - Category Page - 0.4 Category Page)

#### Sidebar

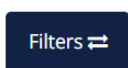
Visibility of side navigation on the category page.

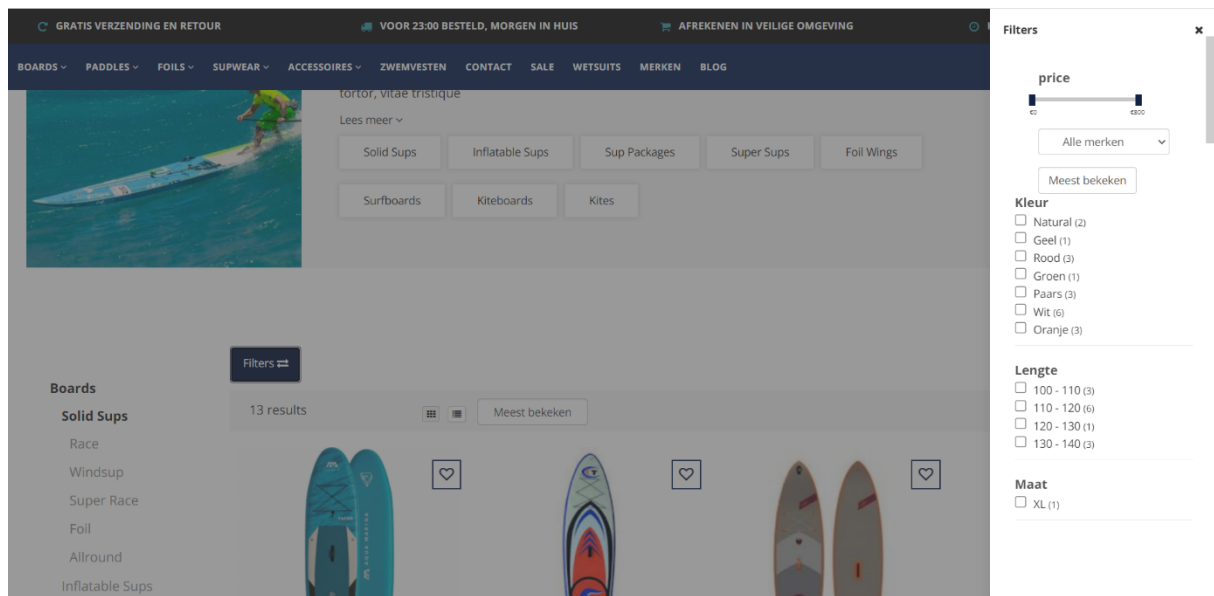
#### Collection Filters

In this theme, you can choose from 3 different views of the product filters.

#### From the side on click

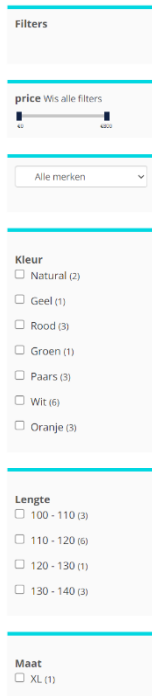
With the "from the side on click" option, a button appears on the category page. After clicking on the button, a popup with the filters appears on the side.





## Sidebar

With the "sidebar" option, the filters appear in the sidebar.



## Hide filters

No filters will be displayed on the category page.

### Read more button category text

With the "read more" button, the text can be shortened by using the "read more" button. Select "show" to enable the setting.

### Wishlist

Here you can hide or show the wishlist option.

## Product pages

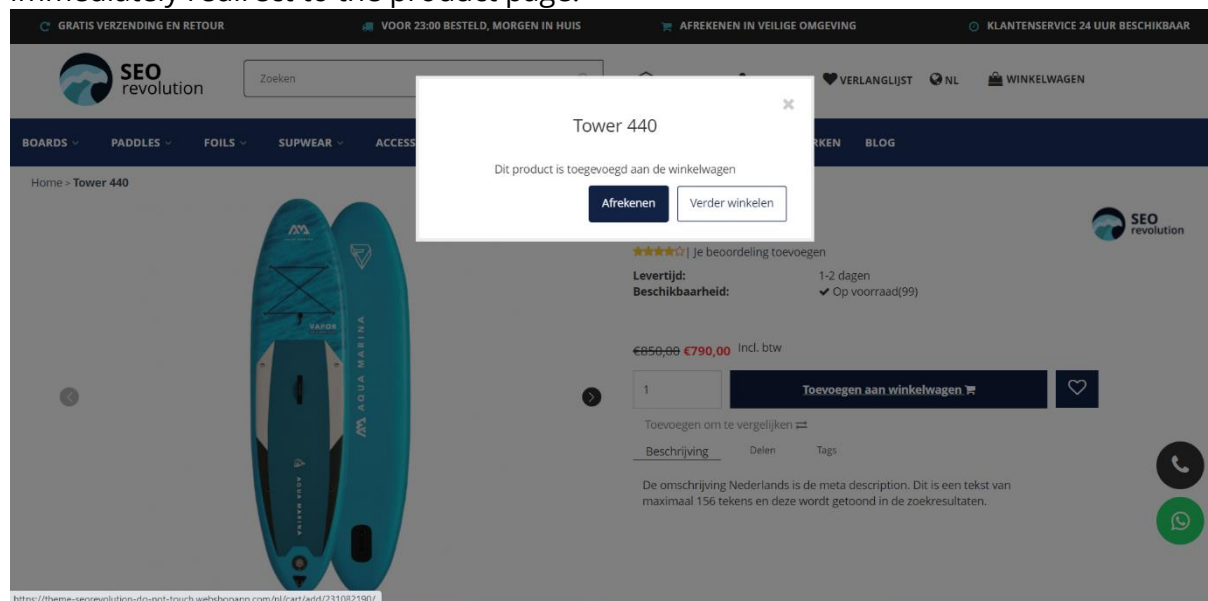
(General- Product page – 0.5 Product page)

### Recent products productpage

Add recently viewed products to the product page.

### Action cart knop

When the action cart button is activated, a popup will appear. If set to "none", it will immediately redirect to the product page.



### Short description

By turning on short description, the description tab is visible

Beschrijving Delen Tags

De omschrijving Nederlands is de meta description. Dit is een tekst van maximaal 156 tekens en deze wordt getoond in de zoekresultaten.

### Tags product page

By turning on the tags, the tags tab is visible

Beschrijving Delen Tags

Tags: board (3) White board (1)

### Share product

By turning on product sharing, it is possible to share your product via social media.

### Reviews product page

Reviews product page reviews can be added to the product page.

## (General- Product page- 0.5 Omnichannel)

### Inventory per location [Omnichannel Only]

Option omnichannel. More explanation about this function can be found on the Lightspeed website:

<https://ecom-support.lightspeedhq.com/hc/nl/articles/360051093994-Inventory-levels-per-retail-location-add-to-a-theme-code>

## Pagina's Systeem kleuren

### (General- Systeem kleuren – Core styling )

#### Text color

Add a color code

#### Title color

Add a color code

#### Link color

Add a color code

#### Highlight color

Add a color code

**Block title**

Add a color code

**Block background**

Add a color code

**Block border**

Add a color code

**Button text**

Add a color code

**Button background**

Add a color code

**Button border**

Add a color code

**CTA text**

Add a color code

**CTA background**

Add a color code

**CTA border**

Add a color code

**Form text**

Add a color code

**Form background**

Add a color code

**Form border**

Add a color code

## General terms & Disclaimer

Our services are subject to the OOSEOO general terms and conditions. For the template, the general terms and conditions of Lightspeed also apply.

By purchasing one of our products or using one of our services, you acknowledge that you are aware of the OOSEOO general terms and conditions as well as those of Lightspeed.

You can find our general terms and conditions (for OOSEOO services) on our website: [www.ooseoo.com/general-terms-and-conditions-ooseoo.pdf](http://www.ooseoo.com/general-terms-and-conditions-ooseoo.pdf)

The general terms and conditions of Lightspeed (for template use) 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 general terms and conditions or if you would like to receive a PDF file containing the general terms and conditions. We will send these to you free of charge.



## Support

**Do you have any questions or comments about our theme?**

**We are happy to assist you**

You can reach us using the following details:

Beursplein 37, 3011 AA Rotterdam

Tel: 010 795 5671

Email: [info@leadtoday.nl](mailto:info@leadtoday.nl)

**OOSEOO Internetmarketing We wish you lots of sales and e-commerce success!**