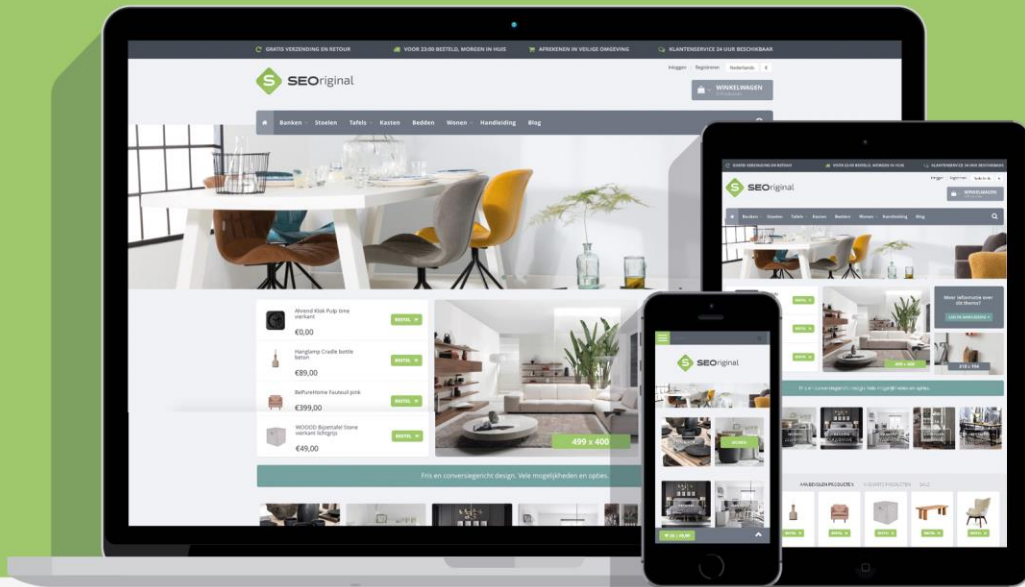


SEOriginal theme

Fresh design, conversion driving and many possibilities.



In this theme:

- ✓ Fully responsive
- ✓ Choose between two different navigation designs
- ✓ Smart shopping cart mouse-over with totals
- ✓ 3 different homepage slider lay-outs with optional Pay-off/Slogan
- ✓ Choose to showcase 3 or 4 categories in a row on the collection pages
- ✓ Text can be placed at the bottom of the category pages
- ✓ Choose between 3 different shopping cart actions
- ✓ Choose to show 3, 4 or 5 products next to each other on the category pages
- ✓ Two different ways to show your product filters
- ✓ Sticky navigation, cart and search field

Contents

Contents	2
The SEOriginal theme by OOSEOO.....	7
Clean, modern and conversion driving.....	7
Smart design for both smaller and larger online stores	7
Optimized product page.....	7
An overview of our different features:.....	8
Perfect display on desktops, tablets and smartphones!	8
More sales, ready for the future.....	8
Excellent support, even when you are not using our template	8
About OOSEOO	9
Things to know when installing the SEOriginal template	10
Help! My webshop looks strange after installing the template.	10
Missing images after installing the template.	10
Afbeeldingen in Retina	11
0.1 General Settings.....	12
Background image.....	12
Repeat background image	12
Image position.....	12
Background colour	12
Font.....	12
Text colour	12
Text colour buttons	12
Text colour links	12
Button colours.....	12
Text colour prices	12
Colour search bar button.....	12
Colour 'More information' button.....	12
Colour 'Shop now' button	12
0.1.1 General Settings Apps & widgets.....	13

KiYoh widget.....	13
Feedback Company widget.....	13
WebwinkelKeur widget.....	14
Yotpo Api Key.....	14
Loyalty Lion Init.....	14
Loyalty Lion account ID.....	14
0.2 Header.....	14
Logo (size 260 x 89 pixels).....	14
Center logo.....	15
Favicon.....	15
Background image header (size 2000 x 275 pixels).....	15
Background colour header.....	16
Tekst colour header.....	16
0.2.1 Header Menu.....	17
Menu options.....	17
Background colour menu - first row.....	17
Background colour menu - second row.....	17
Text colour menu.....	17
Hide brands in menu bar.....	17
Hide blog in menu bar.....	17
0.2.2 Header USP's.....	18
Visibility USPs.....	18
USP bar options.....	18
Achtergrondkleur USPs (background colour USPs).....	18
USP 1 - 4.....	18
USP icons 1-4.....	18
USP link 1-4.....	18
0.3 Homepage.....	19
Slider speed.....	19
Visibility categories on homepage.....	19
Visibility recommended products.....	19
Visibility new products.....	19
Visibility sale products.....	19

Visibility newsletter sign up	19
Visibility tags	19
0.3.1 Homepagina Slider	20
Slider design	20
Option 1	20
Option 2	21
Option 3	22
0.4 Category page	22
Category banner (size 303 x 190 pixels)	22
Category banner URL	22
Category display	23
Position category text	23
Read more feature category text	23
Product display	23
Action shopping cart button	23
Display recently viewed products	24
Display compare products feature	24
Display wish list feature	24
Display sale label	24
Background colour sale label	25
Text sale label	25
Background colour custom label	25
Text custom label	25
Display stock information	25
Display filters	25
0.5 Product page	26
Action shopping cart button	26
Product page banner	27
Product page URL	27
Display product options	28
Display stock information	28
0.6 Shopping cart page	28
Display shopping cart banner	28

Background colour shopping cart banner	29
Order value for free shipping	29
0.7 Footer	29
Background colour banner above footer	29
Background colour social media bar	29
URL Facebook	29
URL Twitter	30
URL Google+	30
URL Pinterest.....	30
URL LinkedIn.....	30
URL YouTube	30
Display RSS feeds.....	30
Activate Google Organic snippet	30
Average rating	30
Aantal beoordelingen.....	30
URL beoordelingsoverzicht.....	31
0.7.1 Footer Company information.....	31
Company name	31
Street + number	31
Zip code + city	31
Phone number	31
Chamber of Commerce number	31
VAT number	31
Support	31
Additional services - SEA.....	32
AdWords management.....	32
Bing Advertising.....	32
Google AdWords Dynamic Remarketing.....	32
Google Shopping.....	33
Additional services - SEO	33
Linkbuilding & Content Marketing.....	33
Keyword Research + Navigation structure	34
SEO Copywriting.....	34

Additional services – Design	35
Special offers	35
Banner set SEOriginal (per language).....	36
Logo design	36
General Terms & Conditions & Disclaimer	38

The SEOriginal theme by OOSEOO

The most successful features from the SEOMATIC, amaSEO and SEONISTA theme have all been combined into a brand new theme: the SEOriginal.

Clean, modern and conversion driving

The SEOriginal theme is designed with great focus on usability, user experience and the latest trends. Get the most out of your online store!

Smart design for both smaller and larger online stores

A smart design makes the SEOriginal theme suitable for online stores with a large amount of products, but even so for webshops with smaller assortment. The unique design gives every store a professional look and feel.

The SEOriginal theme is available in three different presets which all have a different touch. They all look like different designs, even though they are all based on the SEOriginal theme. Have a look at the different SEOriginal presets here:

SEOriginal Living Edition

SEOriginal Men Edition

SEOriginal Kids Edition

Optimized product page

There's usually a lot of information available on product pages. Of course it is important to have good information on your products, but this can also cloud up your product pages too much. It may result in very long pages, especially when you are using related products and product bundles as well.

When a visitor has soaked up all the product information and has landed at the bottom of the product page, he or she may decide to make a purchase. At that point however, the visitor has to go back to the top of the page to click the 'add to cart' button. This is not very user-friendly, so OOSEOO has come up with a solution to make shopping even easier!

At the bottom of each product page you can find the product image and basic information again, including the 'add to cart' button. Your visitors can then add the product directly in their shopping cart!

Order Normann Copenhagen cabinet green

Product description

SEOriginal Product Title. The meta description is a short text about around 156-160 characters. Include this small piece of text tells Google what the page is about.

Reviews: ☆☆☆☆ | Add your review

Availability: ✓ In stock (0)

\$123,45
Excl. tax

Add to cart

An overview of our different features:

- Double of single menu
- Sticky menu, shopping cart and search bar
- Completely responsive
- Smart shopping cart mouse-over with totals
- 3 different homepage slider lay-outs with optional Pay-off/Slogan
- Choose to showcase 3 or 4 categories in a row on the homepage and Collection pages
- Text can be placed at the bottom of the category pages
- Choose between 3 different shopping cart actions
 - 'Shop Now' feature on the category pages
 - "Added to Shopping Cart" Pop Up
- Choose to show 3, 4 or 5 products next to each other on the category pages
- Two different ways to show your product filters
- Optimized product pages
- Customizable labels for sale and or promotions
- Lots more..

Perfect display on desktops, tablets and smartphones!

Of course the amaSEO is a 100% responsive and this means that your webshop will be displayed perfectly on any screen and any device. Based on the device and size of the screen, your customers will always be able to work with an extremely customer-friendly webshop. The SEOriginal theme scores a 99/100 on all aspects Google considers important when it comes to the best user experience on tablets and smartphones. However, this is not just important for the user experience. It is also important for SEO. The user experience on mobile devices will be an important factor for SEO.

More sales, ready for the future

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

Excellent support, even when you are not using our template

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

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

About OOSEOO

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

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

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

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

Things to know when installing the SEOriginal template

Help! My webshop looks strange after installing the template.

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

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

Missing images after installing the template.

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



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

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

Category banner

Image size 303 x 190 pixels (Retina: 606 x 380).
Upload image at Tools > Files. Read our manual for more information.

//static.shoplightspeed.com/shops/610978/fi

Save the changes you made and the icon will disappear.

Afbeeldingen in Retina

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

How does Retina work?

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

What do I have to do?

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

0.1 General Settings

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

Background image

Set a background image for your store here.

Repeat background image

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

Image position

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

Background colour

Here you can set the background colour for the entire webshop.

Font

Here you can choose between the different fonts available.

Text colour

You can set the colour of the text on the entire webshop here.

Text colour buttons

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

Text colour links

You can set the colour for the links on your webshop here.

Button colours

Here you can set the colour of the main buttons on the webshop.

Text colour prices

Here you can set the colour for the prices on your webshop.

Colour search bar button

You can set the background colour for the search bar here.

Colour 'More information' button

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

Colour 'Shop now' button

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

0.1.1 General Settings | Apps & widgets

Design > Edit Theme: (General – Advanced – 0.1.1 Advanced | Apps & Widgets)

KiYoh widget

You can enter the URL for your Kiyoh widget here.

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

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

The standard URL:

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

Change it to:

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

Feedback Company widget

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

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

Important: Do not enter the entire code.

Example of standard code:

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

The only think you have to copy is:

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

WebwinkelKeur widget

You only have to fill in your account number/ID.

Yotpo Api Key

You only have to fill in your account number/ID.

Loyalty Lion Init

Fill in your Loyalty Lion Init/Token. This can be found in your Loyalty Lion account at **Manage > Configuration > Settings > Token**.

Loyalty Lion account ID

Fill in your Loyalty Lion account number/ID. This can be found in your Loyalty Lion account at **Manage > Configuration > Settings > Secret**.

0.2 Header

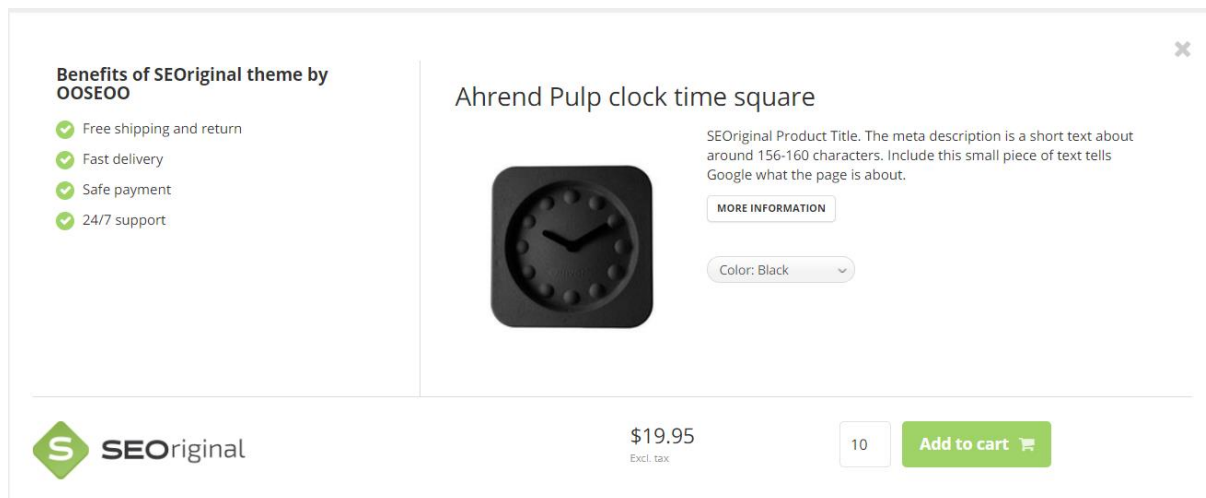
Design > Edit Theme: (General – Header – 0.2 Header)

Logo (size 260 x 89 pixels)

You can upload your logo here.

Logo in popup

The uploaded image will be used in the pop-up which will be shown when a product is added to the cart. The background of the pop-up will always be white, so you make use of white text or elements in your logo you can change them to a darker color so that it always be visible.



Center logo

Choose to center the logo in the middle of the page.



Favicon

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

Background image header (size 2000 x 275 pixels)

You can set a background image for the header. You will need to upload this image through Tools > Files. After uploading the file click on the pencil icon and copy the image URL. Go back to Design > Settings > Background image header and paste the image URL here.

If you are using multiple languages you will need to go through the following steps instead:

1. Upload the image through Tools > Files and again copy the image URL
2. Go to Design > Translations and add a new translation
3. Leave the field 'existing translation' empty
4. In the field for the standard translation add the image URL of the 'original' image. In the other fields you can paste the image URLs per language.

Example:

Bewerk de vertaling van de sleutel Product banner ✕

Vertaalsleutel
In de webwinkel wordt het vervangen door de vertaalde text.

Product banner

Translation to Nederlands

<https://static.webshopapp.com/shops/149290/files/087487547/pr>

Translation to Engels

<https://static.webshopapp.com/shops/149290/files/087487505/pr>

Translation to Français

<https://static.webshopapp.com/shops/149290/files/087487505/pr>

Translation to English (US)

<https://static.webshopapp.com/shops/149290/files/087487505/pr>

Translation to Français (CA)

<https://static.webshopapp.com/shops/149290/files/087487505/pr>

Background colour header

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

Tekst colour header

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

0.2.1 Header | Menu

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

Menu options

Double menu:

When you choose this option you will get a double menu. This means that the main categories and the first subcategories will be shown, without having to hover over them first. When you hover over the subcategories you will get a dropdown menu with the sub-sub categories of that particular category.

This feature will really come in handy when you have a webshop with many categories and subcategories. If you have a lot of main categories but not too many subcategories we recommend you opt for the option 'single menu'.

Single menu:

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

Background colour menu – first row

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

Background colour menu - second row

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

If you have chosen the double menu this colour will be used for the drop-down menu.

Text colour menu

You can adjust the colour of the text in your menu bar here.

Hide brands in menu bar

When you have added Brands to your backend you can choose to hide them in your menu bar. You can hide them by check 'Activate'.

Hide blog in menu bar

If you have added a blog but don't want to show it in your menu bar, you can do this here.

Use custom navigation structure

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

! Please note that this setting will only work if you have chosen menu view for [Single Menu](#) option

0.2.2 Header | USP's

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

Visibility USPs

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

USP bar options

Sticky:

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

Non sticky:

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

Achtergrondkleur USPs (background colour USPs)

You can adjust the background colour for your USP here.

USP 1 - 4

Enter up to four unique selling points here. Use short and powerful sentences and words to really point out your USPs to your visitors.

USP icons 1-4

To make your unique selling points stand out even more you can add a small icon in front of every USP. You can choose from different preset icons.

USP link 1-4

You can add a different URL to every USP. Add the Shipping & Returns page to your Free delivery USP for example.

0.3 Homepage

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

Slider speed

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

Visibility categories on homepage

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

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

Visibility recommended products

Set the visibility of the recommended products. Either hide or show them.

Visibility new products

You can hide or show new products.

Visibility sale products

You can choose to hide or show products that are on sale.

Visibility newsletter sign up

If you want to hide the possibility to sign up for the newsletter you can do that right here.

Visibility tags

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

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

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

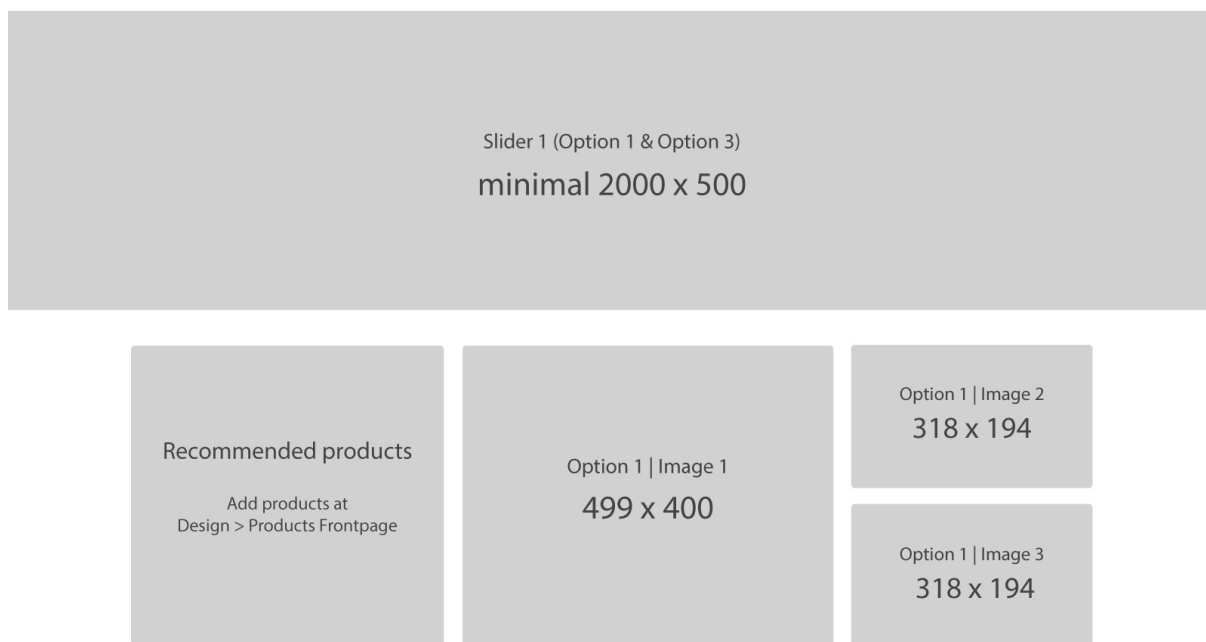
When using your tags the wrong way it may result in unnecessary duplicate content. It will also create (too) many links on a page. Both duplicate content and many links have a negative influence on your webshop its rankings.

0.3.1 Homepage | Slider

Design > Edit Theme: (Pages – Homepage – 0.3.1 Homepage | Banners)

Slider design

With these options you can choose between three different designs for the banners on the homepage. For every option you will find an example of what the design will look like, including the recommended sizes for the individual banners.



Option 1

Upload all images through Tools > Files. After uploading click on the pencil icon and copy the image URL. Go back to Design > Settings > Option 1 and paste the copied image URL here.

If you are using multiple languages you will need to go through the following steps instead:

1. Upload the image through Tools > Files and again copy the image URL
2. Go to Design > Translations and add a new translation

3. Leave the field 'existing translation' empty
4. In the field for the standard translation add the image URL of the 'original' image. In the other fields you can paste the image URLs per language.



Option 2

Upload all images through Tools > Files. After uploading click on the pencil icon and copy the image URL. Go back to Design > Settings > Option 1 and paste the copied image URL here.

If you are using multiple languages you will need to go through the following steps instead:

1. Upload the image through Tools > Files and again copy the image URL
2. Go to Design > Translations and add a new translation
3. Leave the field 'existing translation' empty
4. In the field for the standard translation add the image URL of the 'original' image. In the other fields you can paste the image URLs per language.



Option 3

Upload all images through Tools > Files. After uploading click on the pencil icon and copy the image URL. Go back to Design > Settings > Option 1 and paste the copied image URL here.

If you are using multiple languages you will need to go through the following steps instead:

1. Upload the image through Tools > Files and again copy the image URL
2. Go to Design > Translations and add a new translation
3. Leave the field 'existing translation' empty
4. In the field for the standard translation add the image URL of the 'original' image. In the other fields you can paste the image URLs per language.

0.4 Category page

Design > Edit Theme: (Pages – Category page – 0.4 Category page)

Category banner (size 303 x 190 pixels)

You have the possibility to upload a category banner. This banner will be shown on every category page. The banner will show on the left side of the category page.

Upload the category banner image through Tools > Files. After uploading click on the pencil icon and copy the image URL. Go back to Design > Settings > Option 1 and paste the copied image URL here.

If you are using multiple languages you will need to go through the following steps instead:

1. Upload the image through Tools > Files and again copy the image URL
2. Go to Design > Translations and add a new translation
3. Leave the field 'existing translation' empty
4. In the field for the standard translation add the image URL of the 'original' image. In the other fields you can paste the image URLs per language.

Category banner URL

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

Category display

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

Position category text

Above the products:

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

Beneath the products:

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

Read more feature category text

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

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

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

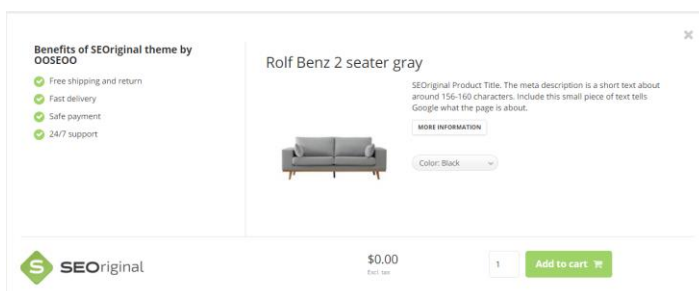
Product display

Here you can set whether you can to show 3, 4 or 5 products in 1 row.

Action shopping cart button

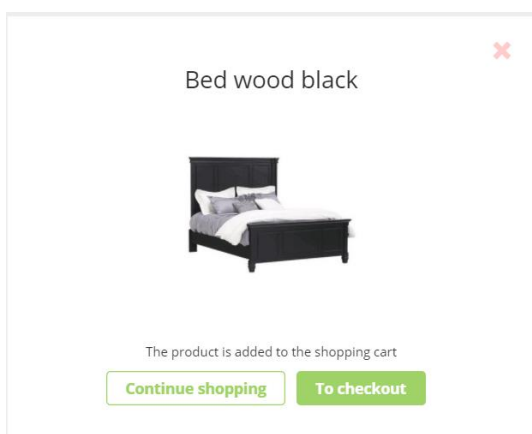
Shop now

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



Pop-up

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



More information

This option will lead your visitor to the product page.

Display recently viewed products

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

Display compare products feature

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

Display wish list feature

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

Display sale label

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

Background colour sale label

You can set the background colour of your sale label here.

Text sale label

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

Background colour custom label

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

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

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

Data 01

Data 02

Data 03

[Delete this product](#) [Cancel](#) [Save](#)

Text custom label

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

Display stock information

This option you can use to show or hide stock information for each product on the category pages. Showing this information can be a useful to your visitors.

Display product ratings

Show or hide product ratings (stars) with each product on the category page.

Display filters

The SEOriginal theme has two different options to show your product filters.

Above products

This is especially handy when you have a lot of filters. The filters are shown next to each other on the category product page.



In the sidebar

If you are only using a few filters (max. 2) we recommend you choose this option. The filters will be shown in the sidebar, just beneath the category banner.



Filter: Color

- Grey (2)
- Brown (2)

Filter: Size

- XS (1)

Filter: Material

- Leather (1)
- Concrete (1)
- Wood (1)
- Substance (1)

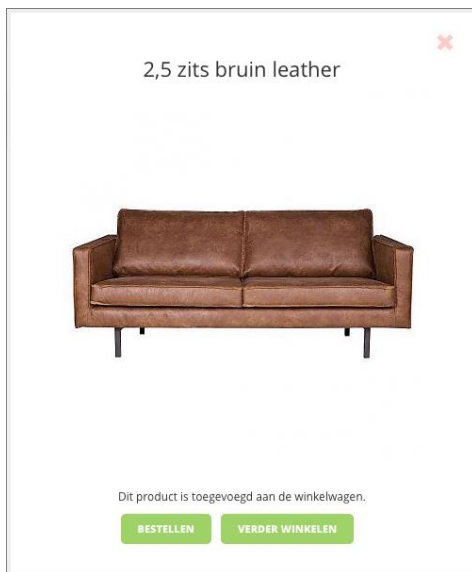
0.5 Product page

Design > Edit Theme: (Pages – Category page – 0.5 Product page)

Action shopping cart button

Pop-up

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



Default

By choosing this option the default action for the shopping cart button will be used. This means that your visitor will be redirected to the shopping cart after placing a product in the shopping cart.

Product page banner

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

Upload the product page banner image through Tools > Files. After uploading click on the pencil icon and copy the image URL. Go back to Design > Settings > Option 1 and paste the copied image URL here.

If you are using multiple languages you will need to go through the following steps instead:

1. Upload the image through Tools > Files and again copy the image URL
2. Go to Design > Translations and add a new translation
3. Leave the field 'existing translation' empty
4. In the field for the standard translation add the image URL of the 'original' image. In the other fields you can paste the image URLs per language.

Product page URL

You can link your product banner to a certain page.

Display product options

Dropdown list

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

Individual display

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

See this image for an example:



\$110.00 .
Excl. tax

1

Add to cart 

Display stock information

You can either set the visibility of your stock to hide or show.

0.6 Shopping cart page

Design > Edit Theme: (General – Advanced – 0.6 Shopping Cart page)

Display shopping cart banner

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

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

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

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

[CLICK HERE FOR MORE INFORMATION](#)

Background colour shopping cart banner

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

Order value for free shipping

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

0.7 Footer

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

Background colour banner above footer

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

Background colour social media bar

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

URL Facebook

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

URL Twitter

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

URL Google+

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

URL Pinterest

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

URL LinkedIn

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

URL YouTube

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

Display RSS feeds

Hide or show the RSS feed in the footer.

Activate Google Organic snippet

This setting is important when you want Google to show the review stars in the organic search results. This will only work when using a product review system like KiyOh, Trustpilot or Feedback Company.

Livayi Kruiden Shampoo - Hair and Beauty Online

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 score here.

Aantal beoordelingen

Fill in the amount of reviews you currently have.

URL beoordelingsoverzicht

Enter the URL of your review business page.

0.7.1 Footer | Company information

Design > Edit Theme: (General - Footer – 0.7.1 Footer | Company information)

Company name

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

Street + number

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

Zip code + city

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

Phone number

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

Chamber of Commerce number

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

VAT number

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

Support

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

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

Do you a question for one of our team members? The e-mail addresses for the OOSEOO experts can be found at www.ooseoo.com/ooseoo-internetmarketing-amersfoort.

Additional services - SEA

AdWords management

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

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

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

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

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

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

Bing Advertising

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

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

Google AdWords Dynamic Remarketing

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

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

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

Google Shopping

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

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

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

Special Offer

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

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

Additional services – SEO

Linkbuilding & Content Marketing

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

OOSEO 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.ooseo.com/linkbuilding.

Keyword Research + Navigation structure

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

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

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

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

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

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

SEO Copywriting

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

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

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

Additional services – Design

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

You can contact us for projects such as:

- Changing your webshop to a new template;
- Creating professional banner sets for your webshop;
- Redesigning your webshop based on an existing template;
- Custom designs for your webshop;
- Logo design;
- Newsletter templates;
- Adjustments to your existing design;
- Responsive design.

Our OOSEOO designer always work with eye on conversion. This means that we do not only deliver *nice* designs, we also make sure that they 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 SEOriginal theme we have several offers lined up! These are tailor made to give your webshop the right look and feel when using the SEOriginal theme. Have a look at our special offers to see what we can do for you.

Banner set SEOriginal (per language)

OOSEOO creates a banner set according to your wishes. Using the right banners is extremely important. The importance 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's 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 images to fill the SEOriginal template:

- Background image (when applicable)
- Banners + headlines homepage (with a maximum of 3) depending on chosen options
- Background image header (when applicable)
- Category banner
- Product page banner
- Favicon

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 colour, 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.

Logo design

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

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

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

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

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

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

General Terms & Conditions & Disclaimer

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

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

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

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

Contact information OOSEOO:

Euroweg 39a

3825 HA

Amersfoort

Tel: +31 (0)33 7600110

Fax: +31 (0)33 2010172

E-mail: info@ooseoo.com

Google Partner Profile:

www.google.com/partners/#a_profile;idtf=014633994408948711490

Contact information Lightspeed Group B.V.:

Keizersgracht 313

1016EE Amsterdam

Telefoon: +31(0) 20 820 23 91

Fax: +31(0)13 7113 742

E-mail: info@getLightspeed.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.

Support

Do you have any questions or comments about this template?

We are happy to help you!

You can reach us by this contact information:

Tel: +31 (0)33 7600110

Email: development@ooseoo.com

***OOSEOO Internet marketing wishes you a lot of sales
&
e-Commerce success!***