Crivex Extended Documentation (EN)

BLUEPRINT THEME for SEOshop

V1.0 – 5/5/14

General Settings

Preset:
The Blueprint comes standard with three different presets. So you can quickly change to the layout and color schemes that is suitable for your shop.

Font:
You can choose from different fonts.

Favicon:
Here you can enter a favicon. A favicon is an icon at the top of the tab of your browser. For more information about a favicon, you can go to:
http://nl.wikipedia.org/wiki/Favicon

Background Colors

2.1 Background Colors

Primary Backgrounds: `#F2F2F2`
Change the theme's main background color

Secondary Backgrounds: `#FCFCFC`
Change the theme's alternate background color

Colored Backgrounds: `#7AC414`
Change the theme's colored backgrounds

Top Menubar: `#F7F7F7`
Change the background color of the bar on top of each page

TIP!
The Blueprint theme is made up of several sections. For example, you can set different colours for each section and distinguish different parts of a longer continuous page. The sections are divided into a choice between a primary and an alternative background colour.

Primary background color:
Here you can set the primary background color.

Secondary background color:
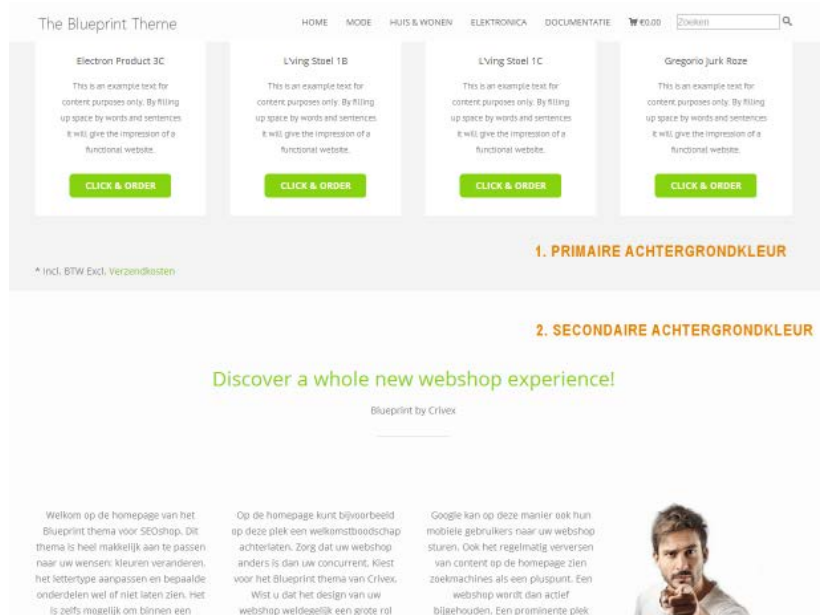Here you can set the alternate background color.

Colored background:
Here you can set the color backgrounds.

Top menu background color:
Here you can set the background color of the top menu.

Voorbeeld:

Text Colors

2.2 Text Colors

Primary Title Color: Change the theme's main title color	#2D2D2D	⬛
Secondary Title Color: Change the theme's colored title color	#87D311	🟩
Subtitle Color: Change the theme's subtitle color	#2D2D2D	⬛
Text Color: Change the theme's main text color	#7B7B7B	⬜

TIP!
Because you can customize the colors of the background, there are also several color settings for the text. To enhance the readability of your shop try to choose a font color with the highest contrast possible.

Primary title color
Here you can set the color of the titles with primary background color.

Secondary title color
Here you can set the color of the titles with secondary background color.

Subtitle color
Here you can set the color of the subtitles.

Font color
This is the general color of the text of the theme. Here you can change the color.

Color of the buttons

2.3 Button Colors

Button Color:
Change the theme's button colors
#87D311

Button Text:
Change the theme's button text
Click & Order

Newsletter button:
Change the theme's newsletter button color
#E37D00

TIP!
Use bright colors for the buttons of your website. These include the "place in the shopping cart" buttons and the button for the newsletter.

Button colors
Here you can set the color of the overall buttons.

Button text
Here you can set the text on the button "click and order".

Newsletter button color
Here you can set the color of the button for subscribing to the newsletter.

Header Settings

TIP!

In this section, you can modify the header. The changes will affect all pages of your shop and so allows you to further customize the theme.

Logo

Insert here the logo of your shop. Try to respect the proposed dimensions so that your logo fits best. The recommended dimensions are (470 x82 pixels).

Search

It is also possible to set an additional and wider search bar in the theme settings. Enable this setting to remove the search button on the menu bar and activate an extended search bar.

Currency and language

If your shop is not using other languages or currencies you may choose to disable this option.

Account bar

You can choose whether to display the account options in the topmenu.

Slider/Headlines

TIP!
The slider and headlines is an important part of the Blueprint theme. The slides can't be inserted in the normal way. This is because the slider makes use of high-definition images and the Parallax effect. You can enter a maximum of 3 slides. It is important that you respect the dimensions specified to guarantee proper display.
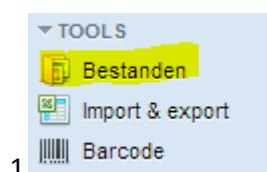
Slide 1 activate:
Enable here Slide 1

Slide 1 image:
To insert a background image for the slide, go into the main menu of your SEOshop account, to the heading "TOOLS". Then go to the section "FILES". Upload your image with the following size (1920 x 580 pixels). You will be automatically directed to the next page where a link from the image is displayed. Copy this link and enter this among Slide 1 image in the settings menu of the Blueprint theme.

Voorbeeld:

1

2

3

Slide 1 title
Here you can enter the title of the slide.

Slide 1 subtitle
Here you can enter the subtitle of the slide.

Slide 1 title color
Here you can set the color of the title of the slide.

Slide 1 subtitle color
Here you can set the color of the subtitle of the slide.

Slide 1 title position
Here you can set the position of the title and subtitle of the slide.

Homepage settings

5. Homepage

Homepage USP:	☑ Activeer
Display your unique selling points	
Homepage Title:	Discover a whole new webshop experience!
Insert the H1 title of your Homepage	
Homepage Subtitle:	Blueprint by Crivex
Insert a subtitle for your homepage	
Homepage Textpage:	☑ Activeer
Activate the homepage textpage	
Homepage Blog:	☑ Activeer
Activate the homepage blog	
Homepage Social:	☐ Activeer
Activate the homepage social widgets	
Product Descriptions:	☑ Activeer
Show or don't show short product descriptions	

TIP!
This section mainly relates to your homepage.

Homepage USP
Specify whether you want to display the USPs on the homepage. USPs stands for unique selling points. So you can at a glance show your customers which four points are important to you so that you distinguish yourself from the competition.

Homepage title
This is the title of the text box on the homepage. Here you can enter a title.

Homepage subtitle
This is the subtitle of the text box on the homepage. Here you can enter a subtitle.

Homepage textbox
Enable this to display the text box on your homepage The content of this text can be changed under the heading (Text pages / home) in the general menu of your shop.

Homepage blog
Activate to display the three most recent blog articles + image and a brief introduction to your blog article.

Homepage social
If you want to link social network activities to your shop, you can activate this component. An additional section will appear on the homepage where facebook and twitter widget are activated. Fill in your details in the last part of the theme settings.

Product descriptions
Activate the product descriptions among the products on the home page and category + product pages.

Unique selling points settings

6. USP

USP 1: Your first unique selling point	Excellent service
USP 1 Icon: Select your first USP icon	Star ▾
USP 2: Your second unique selling point	Safe paymethodes
USP 2 Icon: Select your second USP icon	Checkmark ▾
USP 3: Your third unique selling point	Quick delivery
USP 3 Icon: Select your third USP icon	Direction ▾
USP 4: Your fourth unique selling point	Money back guarantee
USP 4 Icon: Select your fourth USP icon	Creditcard ▾
USP oneliner: oneline USP placed under in cart button on the product page	order before 6pm for delivery on the same day

TIP!
Specify whether you want to display the USPs on the homepage. USPs stands for unique selling points. So you can at a glance show your customers which four points are important to you so that you distinguish yourself from the competition. For best results, you must enter four USPs.

USP 1
Enter your first USP. For example: "Best tasting sandwiches" or "Free Shipping".

USP 1 icon
Here you can choose from a variety of icons to support your USP.

USP oneliner
The USP oneline is a slogan or tagline that appears above the button "add to cart" on the product page. This allows you to convince a customer to place the product in their shopping cart.
Example: Order before 21H00 = Delivered the next day

Social network settings

7. Social Network

Facebook gebruikersnaam: crivex
Insert your FB username to connect

Twitter widget ID: 446588417195782144
Insert the twitter ID code in here to activate Twitter

TIP!
Enter the settings to display the correct information for your facebook and twitter widget.

Facebook username
Enter your Facebook username.

Twitter
You need a specific piece of code to activate the Twitter widget. Go to the account page of your twitter account to grab this code. Insert the code in this text field.