

Documentation

Jun 2016



Theme **Fusion**

THEME CREATED BY

dyvelopment

Preface

A future proof webshop? Install theme Fusion NOW and make doing business easy!

The Fusion theme is a Full Responsive for the SEOshop e-commerce platform and is suitable for every type of business. The design aims to create a professional and trustworthy customer experience. Fusion offers a lot of space for call-to-action banners. On each page you will find opportunities to put products or categories in the spotlights. If you choose the Fusion webshop theme created by Dyvelopment, you will enjoy:

- Full responsive design: your webshop is optimized for mobile as well as desktop devices
- Plenty of space to promote products, content or categories:
 - Homepagina
 - Header menu
 - Category page (slider)
- Designed catalog page (<http://theme-fusion.webshopapp.com/en/catalog/>)
- News and blog items on the homepage
- Login en customer registration in a pulldown menu
- Live search
- Review 'stars' with mouse-over on home and category page puts reviews in the spotlights
- Brand slider on the homepage
- Easy to integrate apps (for example: LoyaltyLion, Yotpo, Trustpilot and many others)

Fusion is especially suitable for:

- Bricks stores / store-chains looking for a quick webshop solution
- Webshops looking for opportunities to create in-store promotion
- Webshops looking for a modern slick style

Would you like to receive more information about Fusion, its possibilities, or tailor made changes? Contact Dyvelopment!

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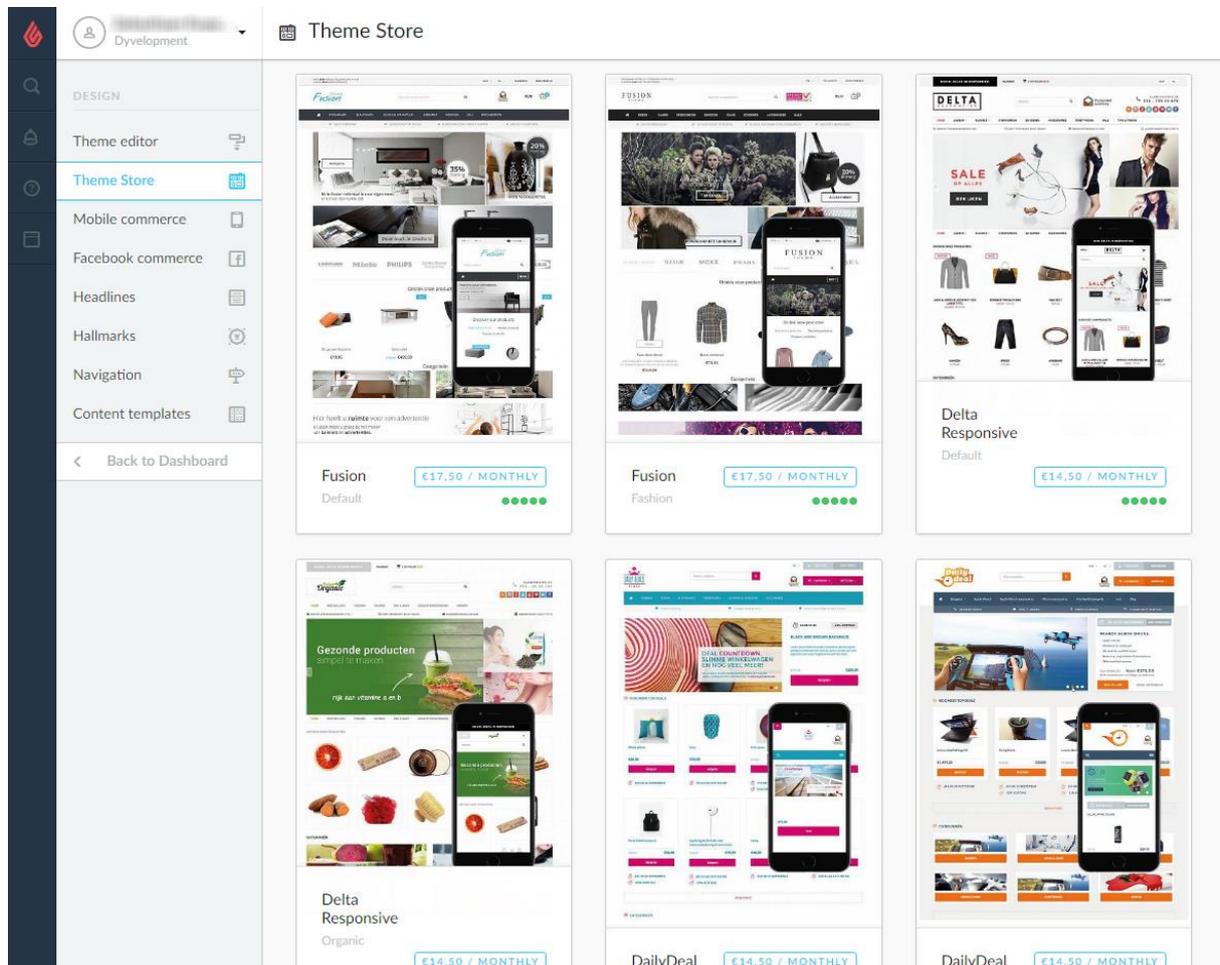
Email: support@dyvelopment.com

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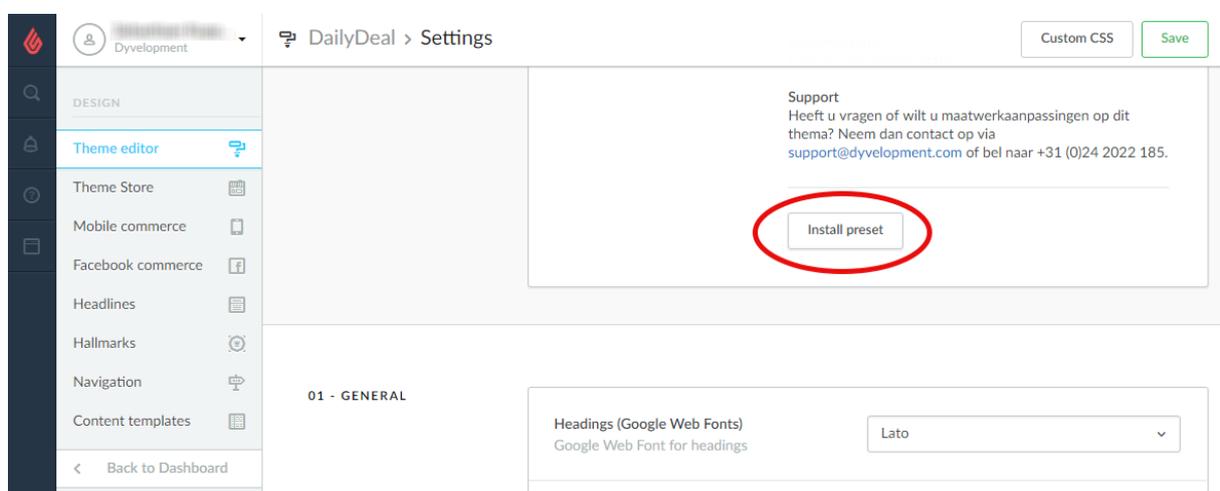
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1. Installation

To install the Fusion theme, go to the Theme Store of Lightspeed. There you can select the Fusion Theme from the list if you scroll down a bit.



After the theme has been installed, it is fitted with 2 default settings (presets). A darker and a lighter variety. In addition it is possible to change the theme in a few steps to the desired colour settings..



1.1 Image dimensions

While filling the theme with your images, banners and product photo's its good to know which image sizes to use for the best visual experience.

Here's a list of recommended image sizes (in pixels):

- Sliders (homepage): 820x350 (px)
- Sidebanner right of the sliders: 315x350 (px)
- Banner bottom (left as in the demo theme): 590x200 (px)
- Banner bottom (right as in the demo theme): 545x200 (px)
- Advertisement banner (homepage): 1140x200 (px)
- Category banner: 830x200 (px)
- Hallmark slider images (category page): 400x600 (px)
- Product images (product page): 800x600 (px)

2. General settings

2.1 General

Titles

Select the font that is used for all titles in the shop (options: all Google web fonts).

Body

Select the font that is used for all body texts in the shop (options: all Google web fonts).

Body colour

Select the colour for all body texts.

Highlight colour

Select the highlight colour.

Navigation text colour

Select the navigation text colour.

Navigation background colour

Select the navigation background colour.

Buttons colour

Select the button colour.

Secondary colour

Select the secondary colour that is used among others for the Top bar, USP bar and the blog items on the homepage.

2.2 Background

Background colour

For the background colour it is possible to upload your own image. This image will fill the background of the entire web shop. At <http://subtlepatterns.com> you can download beautiful backgrounds that can be used in your web shop free of charge.

Background image

Option to upload an image that is displayed on the background of your web shop.

Background position & Background repeat

These options are combined with each other. Here you can select where the image should be positioned en whether it should be shown once or repeated throughout the entire web shop.

2.3 Header

Logo

Upload your logo here: 140x75 (px).

Favicon

Upload your favicon here: 32x32 (px).

Menu text style

Here you can select whether the navigation text should be displayed in capital or small letters.

USP top bar

The first (and most important) USP is highlighted in the top left corner of the web shop.

USP top bar URL

The URL behind the link of the USP top bar.

USP 1 till 4

Fill in the four USPs that are displayed in the USP bar below the navigation on the homepage. These are automatically aligned based on the entered quantities.

Highlight image

Option to upload a banner in the sub navigation.

Highlight URL

Fill in the URL behind the link of the highlight image.

Highlight description

The highlight description that is, for SEO-technical reasons, added to the ALT-text of the highlight banner for Google.

Certification mark

Here you can upload the logo of a certification mark the web shop has earned 120x120 (px).

Certification mark URL

Fill in the URL that is behind the link of the certification mark.

2.4 Features

Reviews

Option to enable/disable reviews.

Newsletter

Option to enable/disable the newsletter subscription in the footer.

Tags homepage

By activating this button, tags will be displayed on the homepage.

Homepage brands

Option to enable/disable the brand slider on the homepage.

Products in category

Option to activate the number of products in the category functionality.

Sub text total

Option to place a short text in the shopping cart/basket. This will appear whenever a customer places a product in the (mini) shopping cart and moves the cursor over the shopping cart.

Amount of products side by side

Here you can decide whether you would like to have 3 or 4 products side by side in one row on the category pages.

Homepage advertisement image

Upload here your add that will be displayed at the bottom of the homepage.

Advertisement URL

Enter the URL that is behind the link of the advertisement here.

2.5 Footer

Footer

Text box for the contact's description.

Text colour

Select the text colour.

Footer background

Select the background colour.

Payment methods icon colour

Options for the colour of the logos for payment methods (black/white/colour).

Footer - Contact details

Name

Text box for the contact's name.

Description

Text box for the contact's description.

Phone number

Text box for the contact's phone number.

Email

Text box for the contact's email address.

Footer - Social

Is only being displayed if the respective field has been completed.

Facebook

Enter the Facebook account here.

Twitter

Enter the Twitter account here.

Google+

Enter the Google+ account here.

Pinterest

Enter the Pinterest account here.

YouTube

Enter the YouTube account here.

Tumblr

Enter the Tumblr account here.

Instagram

Enter the Instagram account here.

3. Functionalities

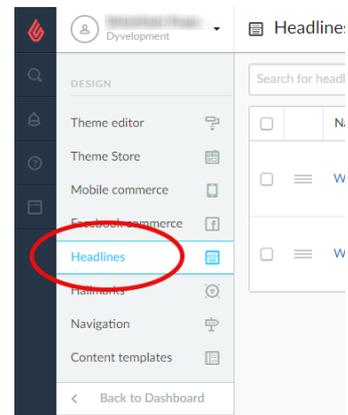
3.1 Homepage slider & banners

To add sliders and banners, navigate within the theme to Design > Headlines.

Step 1: Decide the desired amount of sliders. You can enter the number in Design > Settings of box 04 - Features > Amount of sliders on the homepage (for example: 3).

Step 2: Next, you can upload all slides & banners in Design > Headlines.

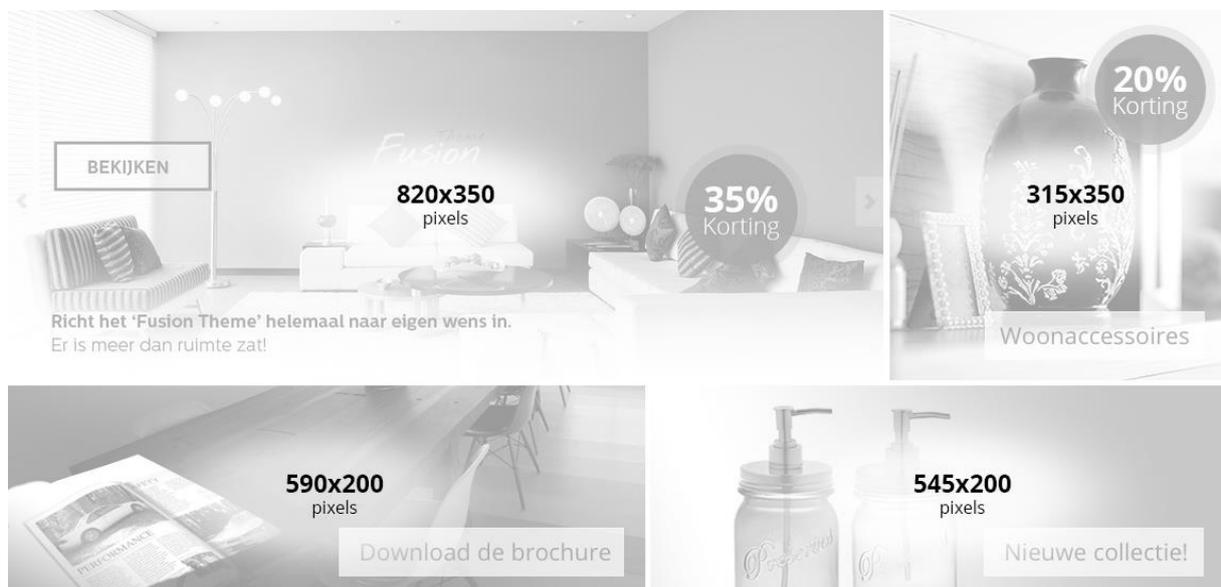
Note! The headlines work in the order of the amount of slides you have selected. This means that, if you have selected 3 slides, the first three uploaded images will be the slides and the other three banners.



Dimensions:

- Slides: 820x350 (px)
- Banner to the right of the slider: 315x350 (px)
- Banner below (left as in the example): 590x200 (px)
- Banner below (right as in the example): 545x200 (px)

You can select the size of the lower slides yourself, as long as the slides will not exceed a width of 1140 (px). The left and two bottom headlines will be hidden on mobile devices because of space management.

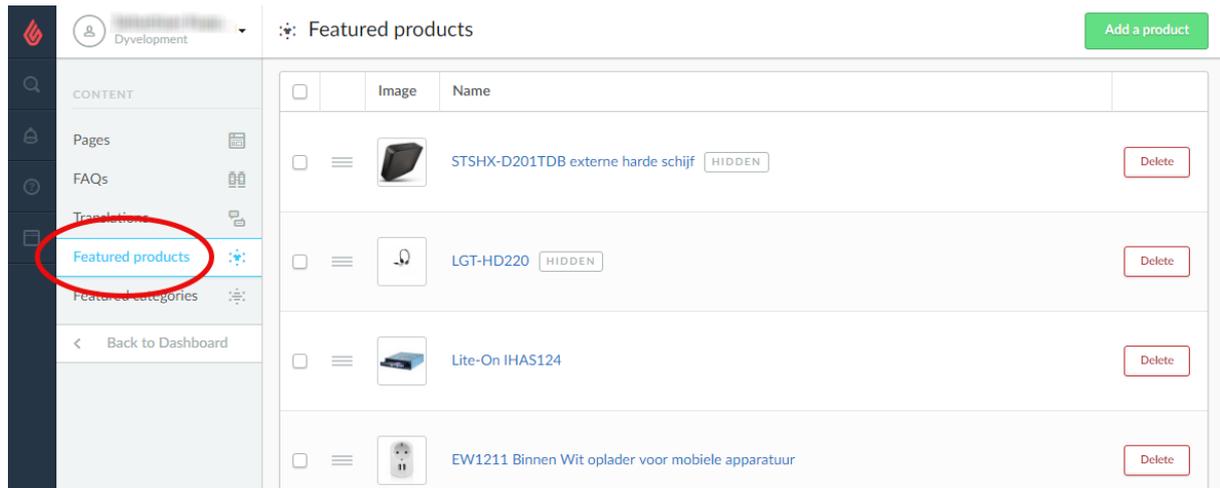


3.2 Brands slider

To add brands to the web shop it is important to upload the brands in SEOshop. The brands can be uploaded in Catalogue > Brands. The brands slider will only animate from 7 items onwards..

Dimensions: 330x220 (px)

3.3 Multiple product tabs op de homepage



On the homepage you will have the option to add products by displaying the tabs of the products.

Step 1: As soon as there are products in the web shop, you can choose the product selection that should be displayed on the homepage in the SEOshop under Design > Front page products (maximum of 8 products).

Step 2: After selecting the desired products you will have the option to sort the products and to change their positions.

3.4 Homepage categories

The categories displayed on the homepage can be selected in the SEOshop under Design > Front page categories (this follows the same procedure as Front page products).



3.5 SEO text homepage

It is possible to add a (SEO-technical) text to the homepage of the theme. Here you can add a short text that will be displayed at the bottom of the web shop.

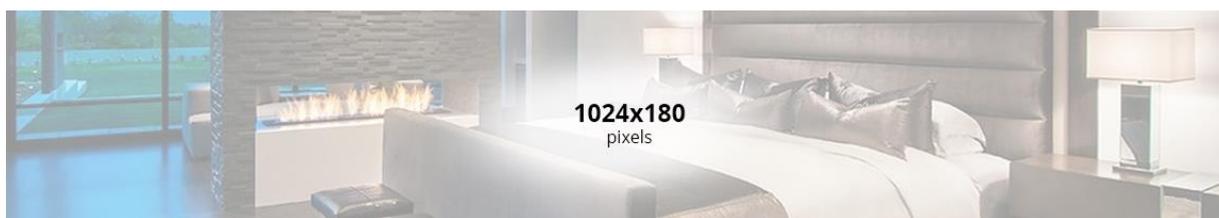
The SEO texts can be added in the SEOshop under Content > Pages > Homepage.

3.6 Category headers

Dimensions for the header in case you are using a text box:



Dimensions for the header in case you are not using a text box:



4. Extra functionalities

Pull-down menu in the header

In Fusion we have a Pull-down menu where you can sign-up

USP in the Pull-down menu

At the top of the header we have reserved a spot to show a USP

Smart shopping cart

When you move the cursor over the cart you can have a text displayed to convince the customer. Enter this text here, for example: Free shipping

Scroll-to-top function

Fusion is equipped with a Scroll-to-top function, which makes it easy for the customer to return to the top.

Sticky navigation

In Fusion we have made it possible to give the navigation a fixed position when the user scrolls through the web shop. This enables the user to have an overview of the collection at all times.

Sidebar certification mark slider

Are you using the certification mark functionality in the SEOshop? If so, these are shown in Fusion in the collection in the sidebar. If you have added more than one certification mark, they will be visible using a slider.

5. Widgets

Yotpo

To activate Yotpo, please fill the Yotpo API Key under Design > Settings.

Kiyoh

To activate Kiyoh, please fill the Kiyoh under Design > Settings.

Contact

Do you have any questions? Or need some custom work done? Feel free to contact us!

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