

# **Sellerdeck Swift Implementation Guide**

## **Revision History**

Revision	Date	Author	Comments
1.0	25.02.2020	Bruce Townsend	Creation

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## Introduction

The Swift demo site is found here - https://swift.sellerdeck.co.uk/

Sellerdeck Swift is a new set of design templates based on Bootstrap, a well-known and widely used website design framework.

As well as being based on an industry standard framework, these new templates incorporate many new implementations of best-practice web design and usability, offering a major step forward from any current or previous Sellerdeck theme.

The new templates support all the powerful website functionality of Sellerdeck Desktop, whilst also offering a number of new functional elements such as product tabs and mobile burger menu.

Sellerdeck Swift is available as an add-on to Sellerdeck v18 and is included in the Sellerdeck Cover or Desktop 365 Plus contracts.

Sellerdeck's goal is to continue to make further improvements in this template and release updates into the public domain.

## Support

Sellerdeck offers support on the use and operation of Sellerdeck Limited products and services where a valid contract is in place.

Using the Swift template may require support outside of the standard contract.

Sellerdeck is committed to providing an excellent service, however, it cannot always provide appropriate support using the standard support service.

It is recommended to raise a support query with questions related to Swift, however it is likely the response will explain the required resource is outside the standard support team and Sellerdeck's Professional Services are appropriate.

### **Accessing Support**

To access Sellerdeck support, please visit Sellerdeck Support

There is also a community of Sellerdeck users and Partners who regularly post on the Sellerdeck forum, this includes a thread on Swift, please visit <u>Sellerdeck Community</u>

You can also contact the support team on 0845 129 4848.

### **Obtaining Support Contracts**

If you do not have a support contract through Cover or Desktop 365 Plus please contact an Account Manager on 0845 129 4888 option 3.

### **Sellerdeck Professional Services**

Sellerdeck offers Professional Services for web design and development, including the implementation of the Swift Template. This can include full project builds or incremental work known as Change Requests.

To enquire about this service please contact an Account Manager on 0845 129 4888 option 3.

## Compatibility

The Swift templates are compatible with Sellerdeck Desktop v18.0.4 upwards.

**IMPORTANT**: please note that the Swift templates are *not* currently compatible with:

- Column counts in Subsection and Product Lists. (At full page width, Subsection and Product lists display in 4 columns, reducing to 3 when a sidebar is present, 2 and then 1 in smaller screens and narrower browser windows).
- Shopping Modes "Single Add to Cart Button per Page", "Quantity on Confirmation Page" and "Quantity in Shopping Cart" ("Design > Design Options and Product Details > Page Setting > Shopping Mode")
- Legacy Sellerdeck Colour Schemes ("Design > Themes") but see "Changing Colours in Swift" below
- Legacy social media "Follow" and "Share" buttons ("Site Options > Social Media")
- Brochure Page List positions "Left Side" and "Right Side" ("Site Options > Design Wizard")
- Wish List feature ("Business Settings > Ordering > Allow Customers to Create Wish Lists")

Some or all of these may be supported in future versions.

## Best-practice design and development

Sellerdeck Swift incorporates a significant number of design improvements and new features.

## **General look and feel**

- 1. The look and feel of the site design has been significantly modernised.
- 2. A cookie acceptance message was added.

## Navigation

- 3. For mobile devices we have added a new industry-standard burger menu that is more compact and makes the site quicker to navigate on a touch screen device.
- 4. A list of top-level sections is now included by default on the home page.
- 5. The "Online Catalogue" page is made redundant in the design (though still uploaded).
- 6. Search results can be filtered.
- 7. The mega menu is "sticky" and remains in view when you scroll down the page.

## Cart & checkout

- 8. The display of the shopping cart and checkout on mobile devices has been improved and made more responsive.
- 9. Items can now be deleted from the cart with a single click or tap.
- 10. The checkout can be displayed in an enclosed design ("Enclosed Checkout") that removes distracting links and encourages checkout completion.

### **Customer accounts**

- 11. The display of logged-in account information has been modernised and improved.
- 12. The logged-in name is moved to a more standard position at the top right of the page and provided with a compact drop-down menu giving access to the account details and logout link.

## Marketing

- 13. Best Sellers, New Products, Related, Also Bought and Recently Viewed Products have an improved and more standardised style.
- 14. Social media added links for Instagram and LinkedIn pages.

## **Product presentation**

- 15. Key product information is displayed in tabbed format on the product pages. By default, tabs are provided for the Description; product-specific delivery and return information (for which a new field is provided); reviews; and video.
- 16. Tabs that have no content are hidden. More tabs can be added as a design customisation, at extra cost.
- 17. Swift includes "Magic Zoom Plus", the industry-standard solution supporting multiple images per product with image zoom.
- 18. "Related Products" are given more prominence, being displayed to the right of the main product information. The general appearance of the "Related Products" and "Also Bought" lists has been improved.

19. A new field is provided for the full retail price (RRP). If used, and the sales price is lower, then the % saving is calculated and displayed automatically. The new field and calculation respect the tax settings for price entry and price display.

## Instructions for installation

Before Installing, please note:

- 1. Sellerdeck Swift will overwrite your existing design. You must first take a snapshot of your current design, so that you can restore it if needed.
  - Select "Export Design Snapshot" from the "Design" menu
  - Follow the steps in the wizard, accepting all the defaults
  - Save the file to your drive and back it up securely
- 2. If you have any customised scripts or other files in your site folder, copy them to a separate folder. **NB**: if you have customised any of the following files, please contact support. This applies to ActinicPXML.pm, SearchScript.pl, actinicsearch.js and associated sections of responsive.js.
- 3. If you use any third-party plugins, make sure you have access to the installers and licence keys. You may need to re-install them after applying the Swift templates.

## **Snapshot import**

First, download the appropriate Swift design snapshot for your Sellerdeck version.

From the Sellerdeck "File" menu, select "Snapshot > Import Design".

Browse to the downloaded snapshot and follow the wizard to import it. This will apply the Swift design templates to your site, without affecting the site content or orders.

**Note**: In Sellerdeck Desktop versions prior to v18.0.5 you may see the warning "Imported orders may require encrypting". The warning is false and may be safely ignored.

## **Design Text changes**

After importing the Swift design snapshot, you should make the following changes in "Design > Design Text":

 "Design Text > Website > Checkout > Next Button Text" Change "Current Value" to "Next" (delete ">")

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Web Site (c	onic) web (Shippi	ng) catalog N	epoits Oit	iel Fluces	any nepons	Jaies ne	epons	
Shopping Cart/Rece	eipt Searching M	Misc. Months	Checkout	HTML	Customer Ad	ccounts	E-mail	
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Short Description		Show	Required	Prompt				^
Next Button Text				Next				
Back Button Text				<back< td=""><td></td><td></td><td></td><td>1</td></back<>				1
Finish Button Text				Finish				
Cancel Button Tex	đ			Cancel				
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Null Filename Error	r			Filename is	NULL.			
				Error on a dia	ng the directo	and a second sec		
Read Directory En	or			Enorreadi	ig the directo	ny.		
CVV2 Error				Invalid last	three digits o	n Signatur		
CVV2 Error Start/End Date Er	ror			Invalid last The credit	three digits of card start dat	on Signatur te must co	me bef	o
CVV2 Error Start/End Date En The specified payr	ror ment method is inva			Invalid last The credit Payment m	three digits of card start dat nethod %s is in	on Signatur te must coi nvalid or m	me befo nay hav	D
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CVV2 Error Start/End Date En The specified pay Prompt displayed t Description: Full Description: Variable Name: Default Value:	or ment method is inva o customers trying to customers upon P Next Button Text Text for next button NextButton	o in D		Invalid last The credit Payment m PayPal Exp	three digits of card start dat wethod %s is in press Checko	on Signatur te must co nvalid or m out can not	me befo nay hav t be use	D

 "Design Text > Website > Checkout > Back Button Text" Change "Current Value" to "Back" (delete "<")</li>

hopping Cart/Rec	eipt Searching	Misc.	Months	Checkou	t HTML	Customer A	ccounts	E-mail	
Restore <u>D</u> efault	<u>R</u> estore All	Defaults							
Short Description			Show	Required	Prompt				1
Next Button Text					Next				
Back Button Text					Back				
Finish Button Text					Finish				'
Cancel Button Tex	đ				Cancel				
Cgi Error					Unknown	CGI error co	de:		
Null Filename Erro	r				Filename is	s NULL.			
Read Directory En	ror				Error readi	ng the direct	ory.		
CVV2 Error					Invalid last	t three digits	on Signati	ure Strip,	
Start/End Date Er	101								
					The credit	card start da	ate must c	ome befo	
The specified pay		nvalid				card start da nethod %s is			
Prompt displayed t	ment method is in to customers tryin	ng to in			Payment n PayPal Ex	nethod %s is press Check	invalid or out can n	may hav ot be use	
	ment method is in to customers tryin	ng to in			Payment n PayPal Ex	nethod %s is	invalid or out can n	may hav ot be use	
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Prompt displayed t	Back Button To	ing to in Down Text	heckout		Payment n PayPal Ex	nethod %s is press Check	invalid or out can n	may hav ot be use	
Prompt displayed t	Back Button Tr Text for back b	ing to in Down Text	heckout		Payment n PayPal Ex	nethod %s is press Check	invalid or out can n	may hav ot be use	~

 "Design Text > Website > HTML > Error Box Start" Change "Current Value" to the following:

```
<div class="alert alert-danger fade show alert-dismissible theme-
shadow" style="margin-bottom:15px" %s><a href="#" class="close" data-
dismiss="alert" aria-label="close" title="close">×</a>%s
```

Shopping Cart/Rece	ipt Searching	Misc.	Months	Checkou	t HTML	Customer Accounts	E-mail	
Restore Default	Restore All I	Defaults						
Short Description			Show	Required	Prompt			^
Login Page Addres	s				%s?SECT	IONID=%s%s		
Location Selection	Hidden Field				%s <input t<="" td=""/> <td>ype="hidden" name=</td> <td>"%s" valu</td> <td></td>	ype="hidden" name=	"%s" valu	
Change Button					<table td="" wid<=""><td>th="1008#37;" borde</td><td>r="0" cell</td><td></td></table>	th="1008#37;" borde	r="0" cell	
Other Info Text Fie	ld				%s <input t<="" td=""/> <td>ype="text" name="%</td> <td>s" size="%</td> <td></td>	ype="text" name="%	s" size="%	
Open Pop Up Win	dow				javascript:	ShowPopUp("%s',%s,"	%s);	
Errors Box Start					<table cell<="" td=""><td>padding="10" width=</td><td>"550" bor</td><td></td></table>	padding="10" width=	"550" bor	
Error Box List Item					di> <a hre<="" td=""><td>f="javascript: location</td><td>n.hash = 'a</td><td></td></a>	f="javascript: location	n.hash = 'a	
Errors Box End								
Add To Cart Errors					The follow	ving product(s) can not be adde		
No Products Adde					No produc	ts have been added	to the sho	
Quantity Depender		imatio				> <blockquote>%s<td></td><td></td></blockquote>		
Consch Linhlight (	ada				con on olar	na_"-ntan nabhiabliab	toolor">	
Short Description:	Errors Box Star	t -						
Full Description:	Code for beginn					o the product HTML	w <mark>hen using</mark>	\$
Variable Name:	N/A							
Default Value:	dable cellpadd	ling="10"	width="	550" border	="1" bgcol	or="%s">%s		< >
Current Value:	table cellpadd	ling="10"	width="	550" border	="1" bgcol	or="%s">%s		^
								~

### 4. "Design Text > Website > HTML > Error Box End" Change "Current Value" to:

</div>

/eb	Site	Web Site (co	nt) Web	(Shipping)	Catalog R	eports Or	der Proces	sing Reports	Sales F	Reports	
S	hoppin	g Cart/Recei	ot Search	ing Misc.	Months	Checkou	t HTML	Customer Ad	ccounts	E-mail	
[	Resto	re <u>D</u> efault	<u>R</u> estore	All Default	s						
	Short	Description			Show	Required	Prompt				^
	Login	Page Address	3				%s?SECT	IONID=%s%s			
	Locati	on Selection	Hidden Fiel	d			%s⊲input t	ype="hidden"	'name="	%s" valu	
	Chang	e Button					<table td="" wid<=""><td>th="100%</td><td>" border</td><td>="0" cell</td><td></td></table>	th="100%	" border	="0" cell	
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	Error E	Box List Item					<li><a hre<="" td=""><td>f="javascript:</td><td>location</td><td>.hash = 'a</td><td></td></a></li>	f="javascript:	location	.hash = 'a	
	Errors	Box End									1
	Add T	o Cart Errors					The follow	ing product(s	) can not	be adde	
	No Pro	oducts Added	Error				No produc	ts have been	added to	the sho	
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## **Post-installation**

After installing the Swift templates:

- 1. If you have any customised scripts or other files, copy them back to the site folder from the place you saved them to
- 2. Switch Sellerdeck Desktop to Test Mode ("Web > Switch to Test Mode") and upload
- 3. View the site ("View Online Website") and test thoroughly. If the site uses any third-party plugins, you may need to reinstall them
- 4. When you are happy with the site, switch to Production Mode ("Web > Switch to Production Mode") and upload

## Instructions for use

## **Product images**

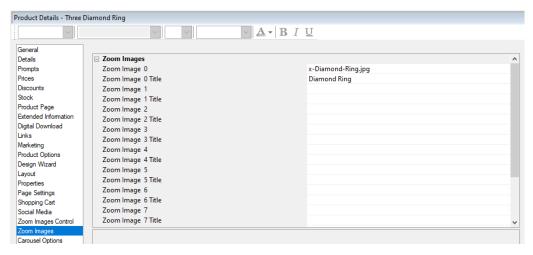
### **Recommended image sizes**

The recommended sizes for content images for use with the Swift templates are:

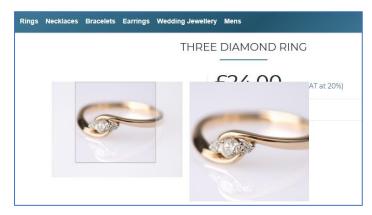
- Company logo image and Brochure logo image (shown in the header area) the maximum recommended size is 260px X 100px
- Section image (shown in subsection pages) 260px X 210px
- Product image (shown in the product page) 260px X 220px
- Thumbnail image (shown in the shopping cart) 50px X 50px

### Image zoom

If you have a larger version of the main product image, you can select it as "Zoom Image 0" in the "Zoom Images" tab of the product details. This will automatically enable image zooming using Magic Zoom Plus. You can also add a Title for the image, which will appear beneath it at full zoom:



In this case, hovering over the product image will open a window on the larger image – either beside or in place of the original, depending on the screen width.



Clicking the product image will display the zoom image in full, with the title text if added. (This behaviour overrides the setting for "Product Image Link to Extended Information Page" setting in the "Links" tab of the Product Details)



### Multiple product images

If you have more than one image for a product, you can select the others as Zoom Image 1, 2 etc. Up to 10 images are supported.

Additional images will appear as thumbnails beneath the main image, and can be selected by clicking them. The zoom behaviour will operate on whichever image is selected.

Page Preview			<b>4</b> ×
Rings Necklace	es Bracelets Earrings Wedding	Jeweilery Mens	^
	T	THREE DIAMOND RING <b>£24.00</b> (inc. VAT at 20%) Availability: In Stock Quantity:	SKU:1
	<b>G</b>	- 1 +	۵ .
Product Details - Three	Diamond Ring		<b>2</b> म 🗵
~	~ ~	$\sim$ <b>A</b> $\sim$ <b>B</b> I <u>U</u>	
General Details	Zoom Images		^
Prompts	Zoom Image 0	x-Diamond-Ring.jpg	
Prices	Zoom Image 0 Title	Diamond Ring	
Discounts Stock	Zoom Image 1	x-Engagement-Ring.jpg	
Stock Product Page	Zoom Image 1 Title	Engagement Ring	
Extended Information	Zoom Image 2	x-Wedding-Rings.jpg	
Digital Download	Zoom Image 2 Title	Wedding Ring	
Links	Zoom Image 3 Zoom Image 3 Title		
Marketing	Zoom Image 3 little Zoom Image 4		

A number of configuration options are provided for multiple images and image zoom. These may be found in "Settings > Site Options > Zoom Images Control".

For information about the individual settings, please refer to the contextual help for each one, or the "Variable Reference" section at the end of this document.

General			
Lavout	Zoom Images Control		
Links	Additional Settings	Use Parent ()	
Extended Information	Auto Include Main Image Width	Use Parent (=0)	
Design Wizard	Auto Scale Zoom Images	Use Parent (= True)	
Product Page	Fast Preview	Use Parent (=False)	
MegaMenu	Icon Background Color	Use Parent (=ffffff)	-
Properties	Icon Height	Use Parent (=50)	
Filtering	Icon Max Scale Down	Use Parent (=0)	
Page Settings	Icon Quality	Use Parent (=75)	
Shopping Cart	Icon Width	Use Parent (= 50)	
Social Media	Icons Across	Use Parent (=0)	
Details	Icons Across Code	Use Parent (= < br>)	
Zoom Images Control	Icons Auto Create	Use Parent (= True)	
Stock	Icons Position	Use Parent (=bottom)	
Marketing	Image Background Color	Use Parent (=ffffff)	
	Image Quality	Use Parent (=75)	
	Include Product Image	Use Parent (= True)	

## Filtering of search results

Swift enables search results to be filtered in the same way as Sections:

		Relevance
		Relevance
	$\setminus$ /	
		$\sim$
	A CONTRACT OF	
SOLITAIRE DIAMOND RING	DIAMOND PENDANT	THREE DIAMOND RING
(Rings)	(Necklaces)	(Rings)
£180.00	£96.00	£24.00
	(Rings) £180.00	SOLITAIRE DIAMOND RINC       DIAMOND PENDANT         (Rings)       (Necklaces)         £180.00       £96.00

• The settings that control how search results may be filtered are in "Settings > Search and Filtering Settings > Site Search":

🔳 Sea	rch And Filterir	ng Settings							?	$\times$
- F	Now Searching Remove Entire S				e Bands: Minimum £		y Price Band Maximum £10.00 £20.00 £40.00	~		
+	Property	Label	HTML Representation	on	Is Opt	Defa	ult		Ŧ	
	Occasion (Text	) Occasion	Checkboxes	~		Any			Ť	
* * * * * *			Listbox Listbox with Multiple : Drop Down List Checkboxes Radio Buttons Filtered Search Chec Search Property Valu	kbox					<del>7</del>	

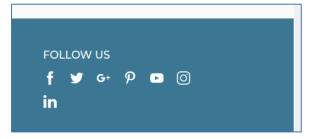
- Check "Allow Searching by Sections" to enable filtering by catalogue Section
- Enable filtering by any other Property by adding it to the list. Both Attributes and Variables are supported.

**IMPORTANT:** for filtering by Property, you MUST choose 'Filtered Search Checkbox Swift' and the HTML Representation. No other option is currently supported

## Social media

Swift replaces the social media badges in earlier Sellerdeck themes with new colour-changeable badges in the footer.

It also adds badges for Instagram and LinkedIn.



To include links to your Instagram and / or LinkedIn page, enter your user name for the relevant service(s) in "Site Options > Social Media".

Site Options			?	$\times$
General Layout Links	Google Plus PagelD https://plus.google.co	m/	,	^
Extended Information	Include Pin It Buttons With Images	Use Parent (=True)		
Design Wizard	Minimum Height To Pin	75		
Product Page	Minimum Width To Pin	75		
MegaMenu	Pin Counts With Pin It Buttons	Use Parent (=none)		
Properties	Your Pinterest User URL http://pinterest.co	m/		
Filtering	Instagram			
Page Settings	Instragram Username	YourInstagramUsername		
Shopping Cart	Twitter			
Product	Initial Text For Tweets	Use Parent ()		
Social Media	Show Tweet Counts	Use Parent (=none)		
Details	Show Twitter Follower Count	Use Parent (=False)		
UX Features	Tweet Button Hashtag (Excluding The #)	Use Parent ()		
Sub Footer	Your Twitter User Name (Excluding The '@')	sellerdeck	_	
Stock	□ LinkedIn			
Zoom Images Control Bing	Linked In Page URL	YourLinkedInUsername		~

## Using product tabs

Swift adds four tab options to your product pages: Description, Delivery & Returns, Reviews & Videos.

ADD TO CART
DESCRIPTION DELIVERY & RETURNS REVIEWS VIDEOS
Product Description
Perfect white gold ring for engagement or eternity.
More

### Description

The "Description" tab is the tab in view when the page is first opened. It shows the full description of the product.

If the product has an Extended Information page, the link to it will also appear in this tab.

### **Delivery & returns**

Swift includes a new field for product-specific delivery and/or returns information. This may be found in the "Properties" tab of the Product Details. Anything entered in this field will appear in the "Delivery & Returns" tab. If the field is empty, the tab will be hidden.

~	× × ×	A → B I U
General Details	Product	
Prompts Prices Discounts Stock Product Page Extended Information Digital Download Links Marketing Product Options Design Wizard Layout Properties	Choose Gender Choose Occasion Dynamic Price Prefix Dynamic Price Replaces Static Price If Enabled Jewellery Type Product delivery and returns message Recalculate Prices Dynamically Suppress Invalid Product Choices Dynamically Attribute Attributes In Push Button Grid	Use Parent (=Women) Use Parent (=None) Use Parent (=Total Price:) Use Parent (=True) Use Parent (=Ring) Use Parent () Use Parent (=True) Use Parent (=True) Use Parent (=0)

### Reviews

78% of buyers leaving feedback say they take feedback into account when making a purchasing decision. Typically the benefits of using an independent feedback provider are approximately a 10% increase in total orders with some studies showing even better results. If you are using <u>Feefo</u> for product reviews, then they will appear in the "Reviews" tab shown below:

DESCRIPTION	REVIEWS VIDEOS			
Reviews				
Feedback for has	been compiled from <b>6</b> re	views.		
Dates:	Product:	Score:	Customer Comment:	Media:
Date:31-JAN-2019	Three Diamond Ring	****	է great product	
Date:09-OCT-2018	3 Three Diamond Ring	***	thought would be nicer, picture actually nicer than the real thing, will keep it though	
Date:13-JUL-2018	Three Diamond Ring	****	Good	

You must have Feefo enabled in "Marketing > Customer Feedback", AND "Enable Feefo Content for Products" must be set to "True" in "Settings > Site Options > Page Settings > Feefo"

Site Options			?
General Layout	Section Pagination Products Per Page	Use Parent (=12)	^
Links	Show Sub Sections In Split Pages	Use Parent (=False)	
Extended Information	Visible Section Navigation Links	Use Parent (=5)	
Design Wizard	Other		
Product Page	My Account Inner Layout	My Account Bulk Area RWD	
MegaMenu	Search Results Inner Layout	Filtered Search Results Page Bulk Area	
Properties	Site Map Inner Layout	Full Sitemap Page Body	
Filtering	🖃 Feefo		
Page Settings	Enable Feefo Content for Products	True	
Shopping Cart	Enable Feefo Content for Products in Sections	Use Parent (=False)	-

### Videos

Anything in the product "Embed Video" field will appear in the "Videos" tab.

DESCRIPT	ION REVIE	WS VIDEOS	
Videos			
🧭 wł	aat Is a 3-Stor	ne Setting?   Diamond Rings Watch later Sha	are
oduct Details - Thre	e Diamond Ring		
~	ee Diamond Ring	✓ ▲ B I U	
Layout Properties Page Settings		Diamond-Ring.jpg	Browse
Layout Properties Page Settings			Browse
Layout	Image:	-Diamond-Ring.jpg	Browse

If the field is empty then the tab will be hidden.

## RRP

You can enter the recommended price for any product under "RRP" in the "Prices" tab of the Product Details. If it is less than the selling price, it will be displayed below the selling price in the product page, along with the overall saving:

		£288.0		20%)			<b>`</b>
<							>
Product Details - Engag	jement Ring						🕜 P 🗵
· · · · ·	$\sim$	~	A-BIU				
General Details Prompts Prompts Discounts Stock Product Page Extended Information Digital Download Links Marketing Product Options Layout Properties	+ Customer Group Price	Generated Enabled	Product Visible Min	Customer message	Currency British Pounds		
Page Settings Shopping Cart Social Media	Product RRP		280			T	

NB:

- The RRP will respect the setting for "Product Prices Entered" in "Business Settings > Tax". Whether you enter the main product prices inclusive or exclusive of tax, you should do the same for the RRP.
- Whether you display product prices including or excluding tax, the RRP will be displayed the same way. In the 'Standard Tax Inclusive and Exclusive Price Layout' the RRP is only displayed inclusive of tax.

- The saving calculation is based on the base price of the product. If the Pricing Model for a product is 'Sum of Components Prices' or 'Sum of Product and Components Prices', and you enter a RRP, then the saving calculated may not be correct.
- The saving calculation does not take account of customer-specific pricing. The RRP and saving will not be shown to customers who are logged in.

## **Enclosed checkout**

Swift includes the option of an Amazon-style enclosed checkout, which encourages customers to complete their purchase by removing distracting links from the header.

SWIFT TEMPL	ATE			<b>C</b> M	y Phone Numbe
Home > Checkout > Addresses					
Addresses	Shipping & Tax	Confirmation & Payr	ment	Receipt	& Email
New Customer			SHO	PPING CART	Change

To enable this:

- 1. Select "Site Options" from the "Settings" menu
- 2. Select the "Layout" tab
- 3. Change the "Checkout Pages Layout" to "Enclosed Checkout"

Site Options			?	$\times$
General Layout Links Extended Information Design Wizard Product Page MegaMenu	<ul> <li>Site</li> <li>Checkout Pages Layout</li> <li>Embedded Preview Compatibility</li> <li>Footer Layout:</li> <li>Header Area</li> <li>Login Page Layout</li> </ul>	Enclosed Checkout Swift Outer Layout Enclosed Checkout <new> Swift Outer Layout</new>	T	^

If you wish, you can apply the same style to the receipt page, by changing the setting for the "Receipt Page Layout" lower down in the "Site" settings.

### **Address Lookup**

The faster browsers can checkout the higher your conversion rate will be. Sellerdeck recommend using an <u>Address Lookup</u> service provided by "Loqate" to auto populate the billing and delivery address fields. This service will give browsers the option to select their address from a list based on either their postcode or the first line of the address. Shown below is the checkout in a Sellerdeck site:

Post Code/Zip Code:\*

KTI6 ORS	
Click to find	
Attunity (UK) Ltd 3000 Hillswood Drive Chertsey C R S G T Ltd 3000 Hillswood Drive Chertsey Construction Computer Software Ltd 3000 Hillswood Drive Chertsey Euratex Ltd 3000 Hillswood Drive Chertsey Genesis Housing Association 3000 Hillswood Drive Chertsey	^
	Powered by PostcodeAnywhere

Address Line 1:\*

This is setup within the Business Settings of Sellerdeck Desktop:

Provider   Service:   Service:   Service:   Configuration   Web Store Lookup   Account Code:   Enable Invoice Address Lookup   Loence Key:   Enable Delivery Address Lookup   Loence Key:	Business Settings		?	×
Synchronisation   Ordering   Order Processing   Order Processing   Order Processing   Order Processing   Image: Configuration   Image: Configurati	59	Provider		
Configuration   Web Store Lookup   Account Code:   Code:   Code:   Enable Invoice Address Lookup   Licence Key:   Enable Delivery Address Lookup   Licence Key:   Enable Delivery Address Lookup   Licence Key:   Enable Delivery Address Lookup   Licence Key:   Licence Key:   Enable Delivery Address Lookup   Licence Key:   Licence Key:   Licence Key:   Licence Key:   Licence Key:		Service: PCA Predict Capture+  Click here to register for an account		
Ordering   Ordering   Image: Construct on the second of the second	Synchronisation	Configuration		
Image: Constant Code   Image: Constant Conditions	2	Web Store Lookup		
Order Processing   Order Processing   Image: Payment and Security   Image: Payment and Security <t< td=""><td>Ordering</td><td>Account Code:</td><td></td><td></td></t<>	Ordering	Account Code:		
Image: Constraint of the second o		Enable Invoice Address Lookup		
Payment and Security       Licence Key:         Tax       Enable Desktop Lookup         Account Code:       Licence Key:         Licence Key:       Licence Key:	Order Processing	Licence Key:		
Payment and Security       Licence Key:         Image: Tax       Image: Enable Desktop Lookup         Account Code:       Image: Enable Desktop Lookup         Account Code:       Image: Enable Desktop Lookup         Image: Enable Desktop Lookup       Image: Enable Desktop Lookup         Account Code:       Image: Enable Desktop Lookup         Image: Enable Desktop Lookup       Image: Enable Desktop Lookup         Account Code:       Image: Enable Desktop Lookup         Image: Enable Desktop Lookup       Image: Enable Desktop Lookup         Account Code:       Image: Enable Desktop Lookup         Image: Enable Desktop Lookup       Image: Enable Desktop Lookup         Account Code:       Image: Enable Desktop Lookup         Image: Enable Desktop Lookup       Image: Enable Desktop Lookup         Account Code:       Image: Enable Desktop Lookup         Image: Enable Desktop Lookup       Image: Enable Desktop Lookup         Image: Enable Desktop				
Image: Constraint of the second s	Payment and Security			
Shipping and Handling     Account Code:       Licence Key:     Licence Key:		Licence Ney.		
Shipping and Handling     Account Code:       Licence Key:     Licence Key:	Tax	Fnable Deskton Lookup		
Terms and Conditions				
Terms and Conditions	Shipping and Handling	Licence Key:		
	Tama and Conditions			
Address Lookup	Address Lookup			
Online Order Tracking	Online Order Tracking			
OK Cancel Apply How Do I?		OK Cancel Apr	bly How	Do I?

### **Other new features**

### Bing tracking code

To enable Bing Universal Event Tracking, enter your Bing UET code in "Settings > Site Options > Marketing > Bing":

ite Options			?
General	Maximum Image Width	Use Parent (=600)	
Layout	Maximum Number of Images In View	Use Parent (=1)	
Links Extended Information	Minimum Number of Images In View	Use Parent (= 1)	
Design Wizard	Number of Images to Scroll	Use Parent (=1)	
Product Page	Transition Carousel Slides Automatically	Use Parent (= True)	
MegaMenu	Type of Transition	Use Parent (=horizontal)	
Properties	Wait Between Transitions	Use Parent (=4000)	
Filtering	Wait On Hover	Use Parent (= True)	
Page Settings	🖃 Bing		
Shopping Cart	Bing UET Number (e.g 1111112)		-
Social Media	🖃 eBay		
Details	Email Address of Your PayPal Account	Use Parent ()	
Zoom Images Control	Exclude Duplicate Products from eBay Feed	Use Parent (= True)	
Stock	Exclude Product from eBay Feed	Use Parent (= True)	
Marketing	Price for the Product on eBay	Use Parent (=0)	

### Cookie message

By default, Swift displays a cookie message the first time a user visits:

This website uses cookies to ensure you get the best experience on our website.
Learn more
Got it!

To disable the message, set "Enable Cookie Message" to "False" in the "General" tab of "Site Options"

Site Options	?	>
General Layout Links Extended Information Design Wizard Product Page MegaMenu Properties Filtering Page Settings Shopping Cart Social Media	Background Style (SellerDeck 2013 themes)       Theme Default         Contact Information At Top Of Page       None         Default Font For Headings       Use Parent (= Tahoma, Geneva, sans-serif)         Default Tont For The Store       Tahoma, Geneva, sans-serif         Default Text Size       Use Parent (=11px)         Extra Large Text Size       Use Parent (=20px)         Large Text Size       Use Parent (=16px)         Left Column Relocation On Mobile Devices       After Main Content         Slightly Larger Text Size       Use Parent (=13px)	<b>^</b>
Details Zoom Images Control Stock Marketing	Smaller Text Size     Use Parent (=10px)       Store Is Using A Background Colour (Not An Ima True     True       Cookie Message     True       Enable Cookie Message?     True       PayPal     Use Parent (=True)       PayPal acceptance logo position     True       Type of the PayPal acceptance logo     False	~

### **Opening Times**

If you have a shop or other premises that open to visitors, you can enter the opening times and they will be shown in the site footer: "Settings > Site Options > Properties > Site".

Site Options			?	$\times$
General Layout Links Extended Information	Site Opening Times Product Chapter Occarion	Use Parent (=Monday to Saturday 9an	n to 6pı▼	

## Changing the site colours in Swift

Swift uses a new Colour Scheme accessed from the "Design > Themes" menu by clicking "Advanced Themes Configuration" and clicking the "Colour Scheme" tab.

File Edit Settings Desig	n <u>Operations Marketing Web</u> House <u>k</u> eeping <u>Window H</u> elp
	hemes
D	esign Options
D Preview Store	ext. Themes ? X
🛸 Content 🗹 Design	ibrar
🚍 Split View 📃 Desi 🛛 C	onte Images Buttons Color Scheme Page Layouts
Page Preview A	ddit Purple ∧ Background: ffffff ∨ Search Highlight: ff0000 ∨
~ ~	Reggae Text 250/26 y Error Highlight /////
<u>+++</u> +	Shocking Reprind Ealth (2000 and Palath Cater 1) (1100
	Isig Slate
	Smart         Lipk:         1212121         Palette Color 2:         cec901            xppor         Street Light         Visited Link:         428200         Palette Color 3:         166635
	Suited Suited Active Link. Peloto Platte Cold 2
	Switz
SWIF	hect The Rives Mouse Hover Link: 262/36
SWILL	Eorm Background: efefef ~
<	Form Emphasis: 0057a4 V
Layout Code - Sellerboot Oute	rLay
🛛 🛛 🖓 🚱 🚱 🜆 🔊	Save Save gs Import
1 ht</th <th></th>	
2 <html lang="&lt;/th"><th></th></html>	
3 <head></head>	
4 <title 5 UXHead</title 	
6	Simple Themes Configuration OK Apply Cancel How Do I?

You can change any of the colours in this scheme. If you do so, we recommend that you "Save As" a new scheme to preserve the original, so that you can always get back to it if required.

In addition, more granular control is provided for specific elements in the "Design Wizard" and "Product Page" tabs in "Settings > Site Options".

iite Options			?	×
General				
Layout	Section List Position	Main Menu Bar		^
Links	a) Style of Design (pre-SellerDeck 2013 themes)	Shrinks and Grows Dynamically		
Extended Information	d) Section List Position	Left Side		
Design Wizard	f) Quick Search Position (pre-2014 themes)	Тор		
Product Page	g) Shopping Cart Functions (pre-2014 themes)	Тор		-
MegaMenu	<ul> <li>k) Borders visible? (pre-SellerDeck 2013 themes)</li> </ul>	Yes		
Properties	m) Image or CSS buttons? (pre-2013 themes)	CSS Buttons		
Filtering	Checkout			
Page Settings	Checkout Button Color	#565656		
Shopping Cart	Checkout Button Hover Color	#бабаба		
Social Media	Checkout Button Hover Text Color	Use Parent (=#FFF)		
Details	Checkout Button Text Color	Use Parent (=#FFF)		
Zoom Images Control	Custom Header			
Stock	Header Background Color	Use Parent (=#FFF)		
Marketing	Mega Menu Background Color	Use Parent (=#3b7693)		
	Sub Header Background Color	Use Parent (=#FFF)		
	Sub Header Text Color	Use Parent (=#262f36)		-
Site Options			?	)
General	□			
Lavout	Product			
Links	Product Page Product Layout (Responsive)	Customisable Product Layout		
Extended Information	Side Bar List	Related Products List		
Design Wizard	Appearance Settings			
Product Page	Cart Button Background Color	#3b7693		
MegaMenu	Cart Button Text Case	uppercase		
Properties	Cart Button Text Color	#fff		
Filtering	Image Position (Customisable Product Layout)	Use Parent (=Right)		
	Product name's color	#262f36		
Page Settings				
Page Settings Shopping Cart	Product marine's color	#262f36		

## Options

## **Sellerdeck Managed Hosting**

Page speed is becoming an increasingly important part of ecommerce. The impact of slow page load speeds can range from browser abandonment to a drop in search engine rankings.

Sellerdeck's Managed Hosting services are specifically for websites created using Sellerdeck software. We believe that the correct hosting package is critical to maximise your online sales and that's why we've designed Sellerdeck Managed Hosting to contribute to your online success. Poor quality hosting for E-Commerce sites is a false economy and can cost you orders.

When investing in a new website build, we recommend ensuring you are using either Sellerdeck's Managed Hosting service or a Partner of Sellerdeck.

To speak with a Sellerdeck Account Manager please call 0845 129 4888 option 3.

## **Sellerdeck Payments**

Sellerdeck Payments is a processing system for secure online and offline payments for Sellerdeck Desktop.

Powered by NMI, a robust and reliable infrastructure, Sellerdeck Payments offers the highest level of functionality of any secure internet payments system compatible with Sellerdeck products, at a highly competitive price. Please note that all contact about Sellerdeck Payments must be made directly to Sellerdeck and not via NMI.

To speak with a Sellerdeck Account Manager please call 0845 129 4888 option 3.

## Variable Reference

The Swift templates add the following new variables and layout selectors to the database:

#### AutoScaleZoomImages

Whether to automatically create zoom images that are scaled to fit to the main product image. Empty areas are filled in with colour defined in ImageBackGroundColor. Type of Variable: True/False Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### BingUETCode

Your Bing Tracking ID Type of Variable: Text Place of Setting: 1 Tab: Marketing Group: Bing

#### CarouselCaptionToggle

Yes means, display captions No means, hide captions Type of Variable: True/False Place of Setting: 16 Tab: Marketing Group: Fragment

#### CartButtonBGColor

Background color for the add to cart button. Type of Variable: Text Place of Setting: 1 Tab: Product Page Group: OtherProduct

#### CartButtonTextCase

Text case for the add to cart button. Type of Variable: List of Choices Place of Setting: 1 Tab: Product Page Group: OtherProduct

CartButtonTextColor Text color for the add to cart button. Type of Variable: Text Place of Setting: 1 Tab: Product Page Group: OtherProduct

#### CheckoutButtonColor

'Confirm Order' Button Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: Checkout

#### CheckoutButtonHoverColor

'Confirm Order' Button Hover Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: Checkout

#### CheckoutButtonHoverTextColor

'Confirm Order' Button Hover Text Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: Checkout

### CheckoutButtonTextColor

'Confirm Order' Button Text Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: Checkout

#### CookieMessageEnabled

CookieMessageEnabled Type of Variable: True/False Place of Setting: Site Options Tab: General Group: Cookie Message

#### ExtendedInfoZoomAlt0

ExtendedInfo Alt Text for Icon 0. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt1

Extended Info Alt Text for Icon 1. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt10

Extended Info Alt Text for Icon 10. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt2

Extended Info Alt Text for Icon 2. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt3

ExtendedInfo Alt Text for Icon 3. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt4

Extended Info Alt Text for Icon 4. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt5

Extended Info Alt Text for Icon 5. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

ExtendedInfoZoomAlt6 Extended Info Alt Text for Icon 6. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt7

Extended Info Alt Text for Icon 7. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt8

Extended Info Alt Text for Icon 8. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomAlt9

Extended Info Alt Text for Icon 9. Type of Variable: Text Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomedImageHeight

Height of zoomed image window for Extended Info. Type of Variable: Numeric Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomedImagePosition

Position for zoomed image with relation to the Extended Info image. Type of Variable: List of Choices Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

ExtendedInfoZoomedImageWidth Width of zoomed image window for ExtendedInfo. Type of Variable: Numeric Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomIconBackgroundColor

Background colour for automatically rescaled icons for ExtendedInfo. Must be 6 digit hex number. E.g. 000000, ffffff. Type of Variable: Text Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomIconHeight

Height of zoom icon for ExtendedInfo. Type of Variable: Numeric Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomIconQuality

The quality of the generated JPG Extended Info icon. From 0 - worst to 100 - best. Default is 75. Type of Variable: Numeric Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomIconsAcross

Number of Icons to display across Extended Info page. Use 1 for vertical list. Use 0 for full width list. Type of Variable: Numeric Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomIconsAcrossCode

HTML that is used whenever ExtendedInfoZoomIconsAcross is reached. E.g. <br>. Type of Variable: Text Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control **ExtendedInfoZoomIconsPosition** Position for zoom icons with relation to usual Extended Info image. Type of Variable: List of Choices Place of Setting: Site Options

Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomIconWidth

Width of zoom icon for ExtendedInfo. Type of Variable: Numeric Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomImage0

The main alternative image 0. Usually used for the ExtendedInfo image. Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage1

The Extended Info alternative image 1 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage10

The Extended Info alternative image 10 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage2

The Extended Info alternative image 2 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage3

The ExtendedInfo alternative image 3 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage4

The Extended Info alternative image 4 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage5

The Extended Info alternative image 5 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage6

The Extended Info alternative image 6 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage7

The Extended Info alternative image 7 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImage8

The Extended Info alternative image 8 Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

### **ExtendedInfoZoomImage9** *The Extended Info alternative image 9*

Type of Variable: File name Place of Setting: Product Details Tab: Extended Information Group: Extended Info Zoom Images

#### ExtendedInfoZoomImageBackgroundColor

Background colour for automatically rescaled images for ExtendedInfo. Must be 6 digit hex number. E.g. 000000, fffffff. Type of Variable: Text Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomImageQuality

The quality of the generated JPG Extended Info image. From 0 - worst to 100 - best. Default is 75. Type of Variable: Numeric Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### ExtendedInfoZoomIncludeExtendedImage

Whether to use the ExtendedInfo image as the first item (if ZoomImageO is empty). Type of Variable: True/False Place of Setting: Site Options Tab: Extended Information Group: Extended Info Zoom Images Control

#### headerBGColor

Header Background Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: SiteOther

#### InstagramUsername

Your Instagram User Name Type of Variable: Text Place of Setting: Site Options Tab: Social Media Group: Instagram

#### LinkedInPageURL

The web address for your LinkedIn page Type of Variable: Text Place of Setting: Site Options Tab: Social Media Group: LinkedIn

#### MagicZoomImages

Magic Zoom Layouts. Type of Variable: Layout Selector Place of Setting: Product Details Tab: Properties Group: Zoom Images

#### MarketingLinkText

The default link text to appear in marketing lists Type of Variable: Text Place of Setting: 1 Tab: General Group: Product

#### MarketingListAtSidebar

Marketing List At Sidebar Type of Variable: Layout Selector Place of Setting: None Tab: Properties Group: Other

#### megaMenuBGColor

Mega Menu Background Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: SiteOther

#### ProductDeliveryAndReturns

Product delivery and returns message Type of Variable: Text Place of Setting: 11 Tab: Properties Group: Product

### ProductNameColor

Text color for product name Type of Variable: Text Place of Setting: 1 Tab: Product Page Group: OtherProduct

ProductNameTextColor Product Name Text Color Type of Variable: Text Place of Setting: 1 Tab: Product Page Group: OtherProduct

#### ProductNameTextSize

Product Name Text Size Type of Variable: Numeric Place of Setting: 1 Tab: Product Page Group: OtherProduct

#### ProductPriceColor

Color of product price color Type of Variable: Text Place of Setting: 9 Tab: Product Page Group: OtherProduct

### RRP

RRP Type of Variable: Numeric Place of Setting: Product Details Tab: Prices Group: Product

#### sectionTitleAlign

Section Title Alignment Type of Variable: List of Choices Place of Setting: Site Options Tab: Design Wizard Group: SiteSite

#### sectionTitleCase

Section Title Text Case Type of Variable: List of Choices Place of Setting: Site Options Tab: Design Wizard Group: SiteSite

#### sectionTitleSideLine

Section Title Side Line Type of Variable: List of Choices Place of Setting: Site Options Tab: Design Wizard Group: SiteSite

### ShopTimingMsg

Shop opening times Type of Variable: Text Place of Setting: Site Options Tab: Properties Group: Section

#### SideBarList

Side Bar List Type of Variable: List of Choices Place of Setting: 9 Tab: Product Page Group: Product

#### SubHeaderBGColor

Sub Header Background Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: SiteOther

#### subHeaderTextColor

Sub Header Text Color Type of Variable: Text Place of Setting: Site Options Tab: Design Wizard Group: SiteOther

#### **UXTemplateArea**

UX Template Area Type of Variable: Layout Selector Place of Setting: None Tab: Properties Group: Other

#### ZoomAdditionalSettings

Extra parameters settable per page. E.g. 'zoom-distance':50, 'disable-zoom':true Set with extreme caution. Type of Variable: Text Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomAlt0

Alt Text for Icon 0. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

**ZoomAlt1** *Alt Text for Icon 1.* Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAlt10

Alt Text for Icon 10. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAlt2

Alt Text for Icon 2. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAlt3

Alt Text for Icon 3. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAlt4

Alt Text for Icon 4. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

## ZoomAlt5

Alt Text for Icon 5. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAlt6

Alt Text for Icon 6. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

### **ZoomAlt7** *Alt Text for Icon 7.* Type of Variable: Text

Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAlt8

Alt Text for Icon 8. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAlt9

Alt Text for Icon 9. Type of Variable: Text Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomAutoIncludeMainImageWidth

Width that main image must be before it can be automatically included as sole Zoom image. Set to 0 to disable. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomedImageHeight

Height of zoomed image window. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomedImagePosition

Position for zoomed image with relation to usual product / fragment image. Type of Variable: List of Choices Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomFastPreview

Whether to speed up Preview mode by forcing zoom to use "click-to-initialise". Type of Variable: True/False Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIconBackgroundColor

Background colour for automatically rescaled icons. Must be 6 digit hex number. E.g. 000000, ffffff. Set to "transparent" to create transparent PNG images. Type of Variable: Text Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIconHeight

Height of zoom icon. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIconQuality

The quality of the genrated JPG icon. From 0 worst to 100 - best. Default is 75. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

**ZoomedImageWidth** *Width of zoomed image window.* Type of Variable: Numeric

**ZoomIconsAcross** Number of Icons to display across page. Use 1 for vertical list. Use 0 for full width list. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIconsAcrossCode

HTML that is used whenever IconsAcross is reached. E.g. <br>. Type of Variable: Text Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIconsAutoCreate

Whether to automatically create the icon images. Type of Variable: True/False Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIconsPosition

Position for zoom icons with relation to usual product / fragment image. Type of Variable: List of Choices Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIconWidth

Width of zoom icon. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomImage0

The main alternative image 0. Usually used for the main product image. Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

**ZoomImage1** *The main alternative image 1*  Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage10

The main alternative image 10 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage2

The main alternative image 2 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage3

The main alternative image 3 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage4

The main alternative image 4 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage5

The main alternative image 5 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage6

The main alternative image 6 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage7

The main alternative image 7 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage8

The main alternative image 8 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImage9

The main alternative image 9 Type of Variable: File name Place of Setting: Product Details Tab: Zoom Images Group: Zoom Images

#### ZoomImageBackgroundColor

Background colour for automatically rescaled images. Must be 6 digit hex number. E.g. 000000, ffffff. Type of Variable: Text Place of Setting: Site Options

Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomImageQuality

The quality of the genrated JPG image. From 0 worst to 100 - best. Default is 75. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomIncludeProductImage

Whether to use the product / fragment image as the first item (if ZoomImageO is empty). Type of Variable: True/False Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomMobileAdditionalSettings

Override parameters for mobile devices. Settable per page. E.g. zoomMode: 'magnifier' Set with extreme caution. Type of Variable: Text Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### ZoomResponsiveMaxScaleDown

Maximum scale down factor. Range 0 to 1. E.g. 0.5 to limit to half size. Use 1 for no scale down. Use 0 to to allow continuous scale down. Type of Variable: Numeric Place of Setting: Site Options Tab: Zoom Images ControlGroup: Zoom Images Control

#### ZoomShowHint

How to display the "Hover to zoom" / "Click to expand" hint. Type of Variable: List of Choices Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control

#### Zoom-ShowSourceFileName

Whether to include the zoom image filename as part of the generated image names. Recommended: False. Set to True for debugging. Type of Variable: True/False Place of Setting: Site Options Tab: Zoom Images Control Group: Zoom Images Control