Sellerdeck Swift Implementation Guide

Revision History

Revision	Date	Author	Comments
1.0	25.02.2020	Bruce Townsend	Creation

Content

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 Sellerdeck Community

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.
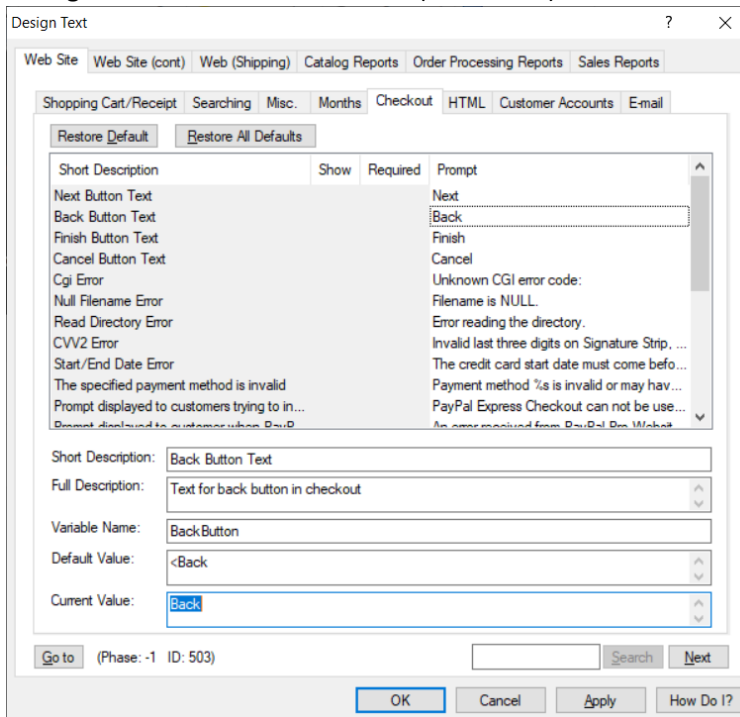
Design Text changes

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

1. "Design Text > Website > Checkout > Next Button Text"
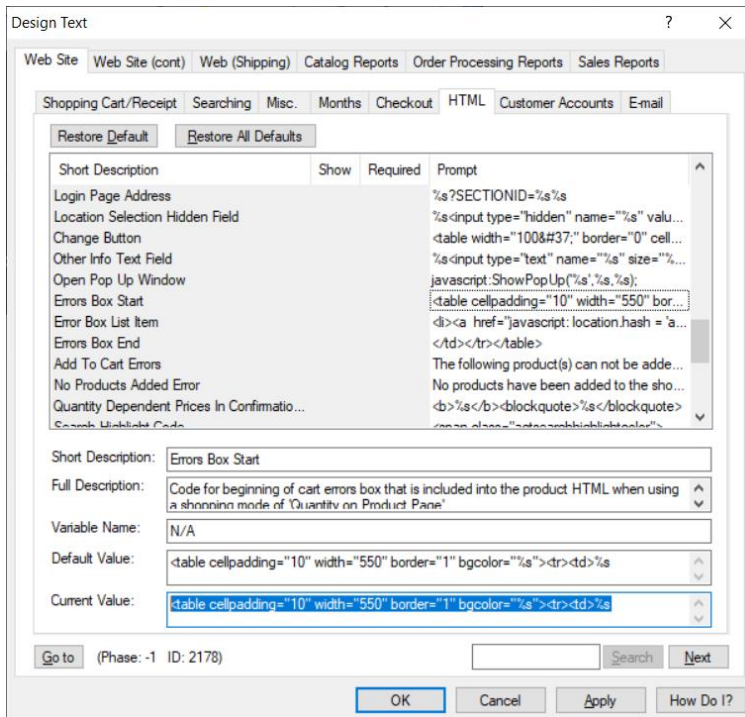   Change "Current Value" to "Next" (delete ">")
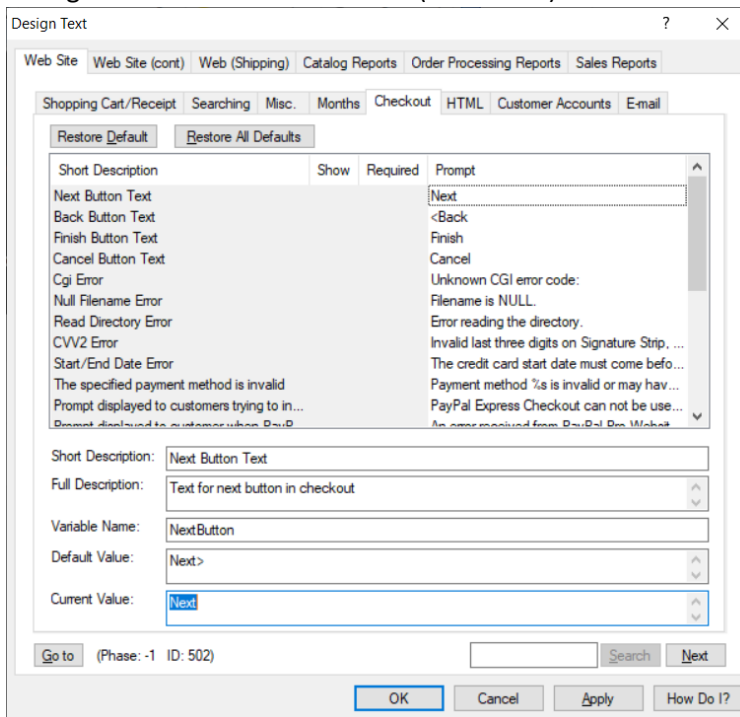
2. "Design Text > Website > Checkout > Back Button Text"
   Change "Current Value" to "Back" (delete "<")
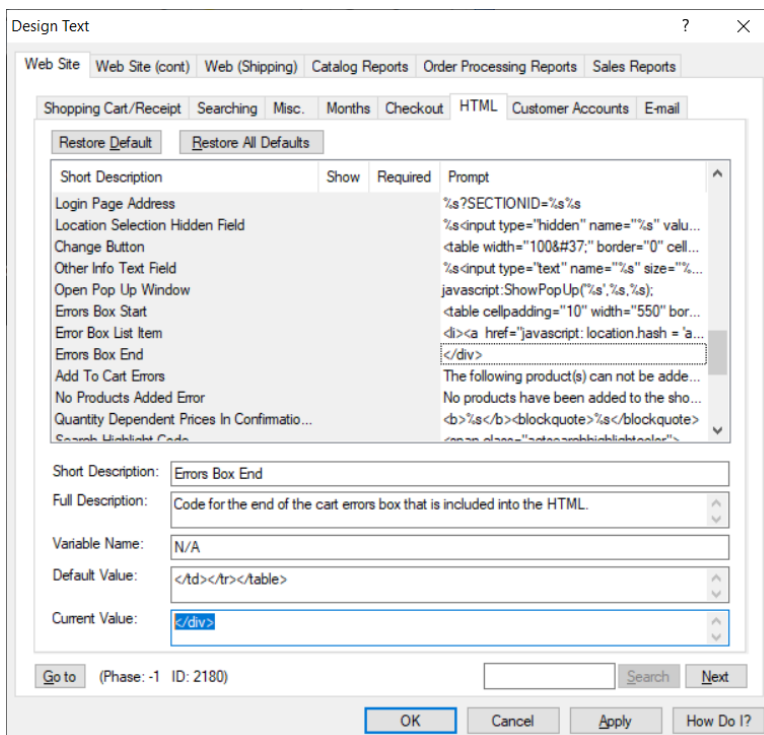

3. "Design Text > Website > HTML > Error Box Start"
   Change "Current Value" to the following:

```
<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
```

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

```
</div>
```


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:
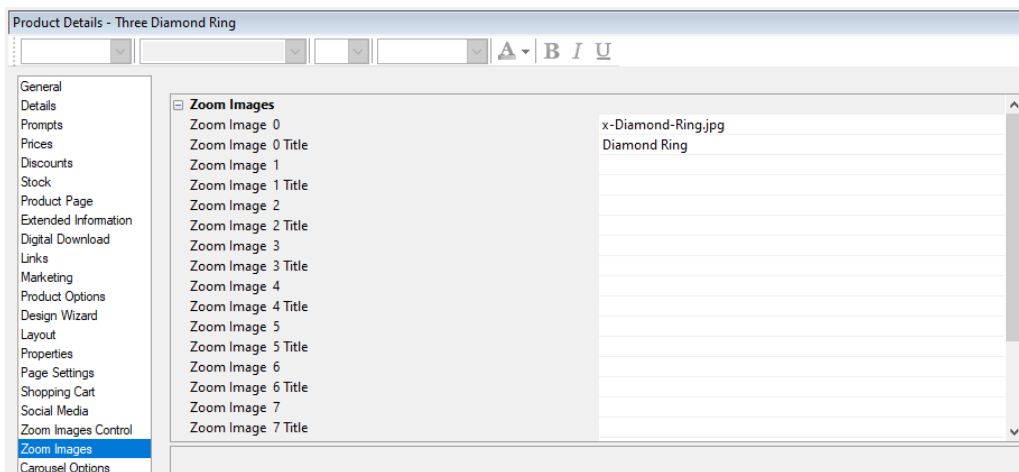
In this case, hovering over the product image will open a window on the larger image – either beside or in place of the original, depending on the screen width.
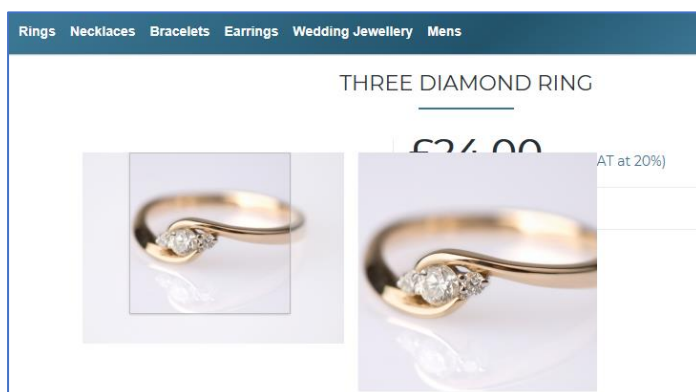
Clicking the product image will display the zoom image in full, with the title text if added. (This behaviour overrides the setting for "Product Image Link to Extended Information Page" setting in the "Links" tab of the Product Details)
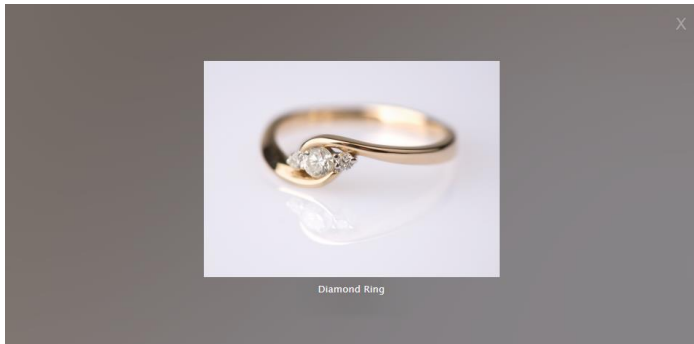
Multiple product images

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.
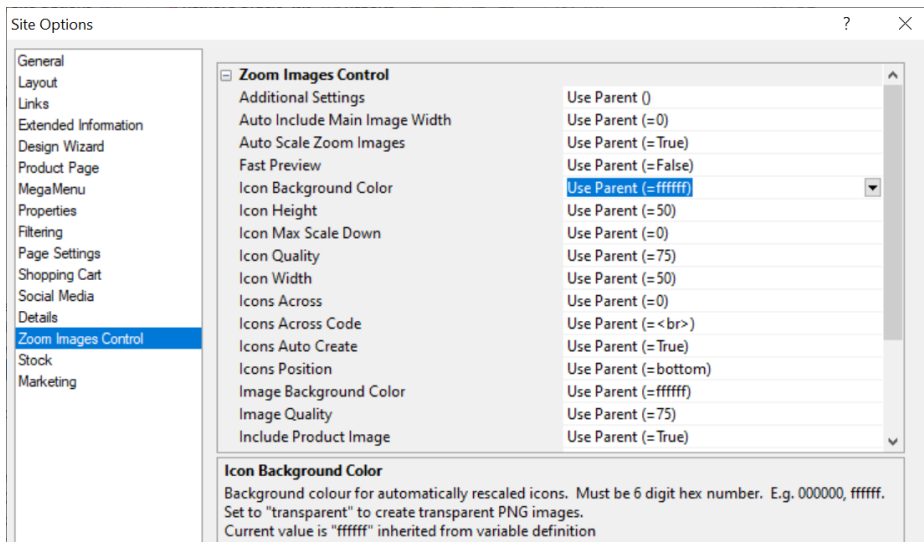

Image settings

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.

Filtering of search results

Swift enables search results to be filtered in the same way as Sections:
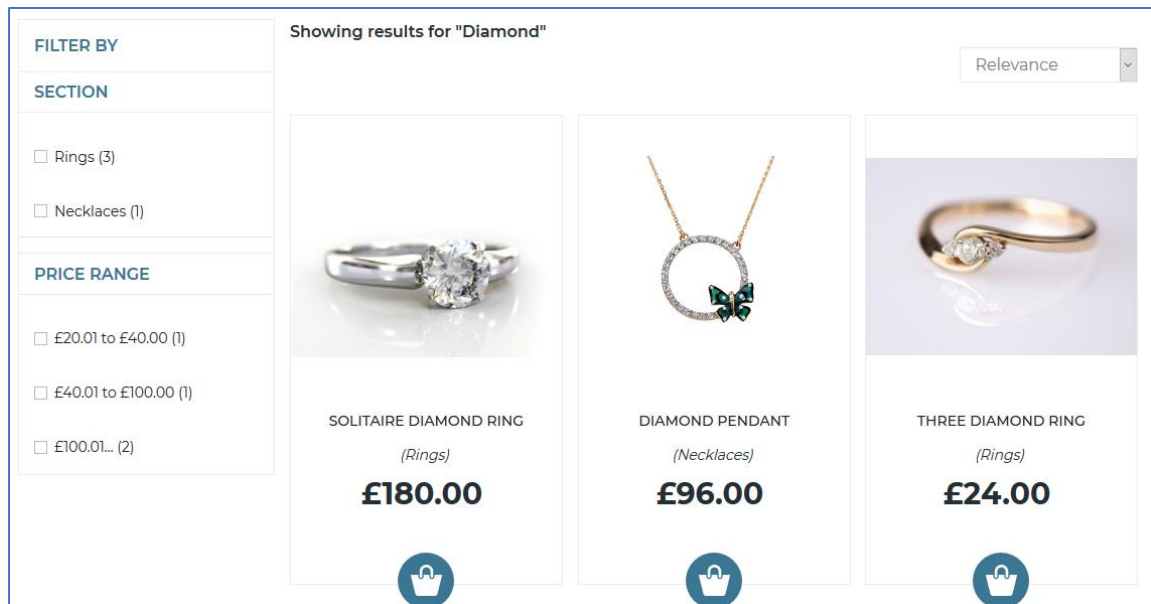
- The settings that control how search results may be filtered are in "Settings > Search and Filtering Settings > Site Search":
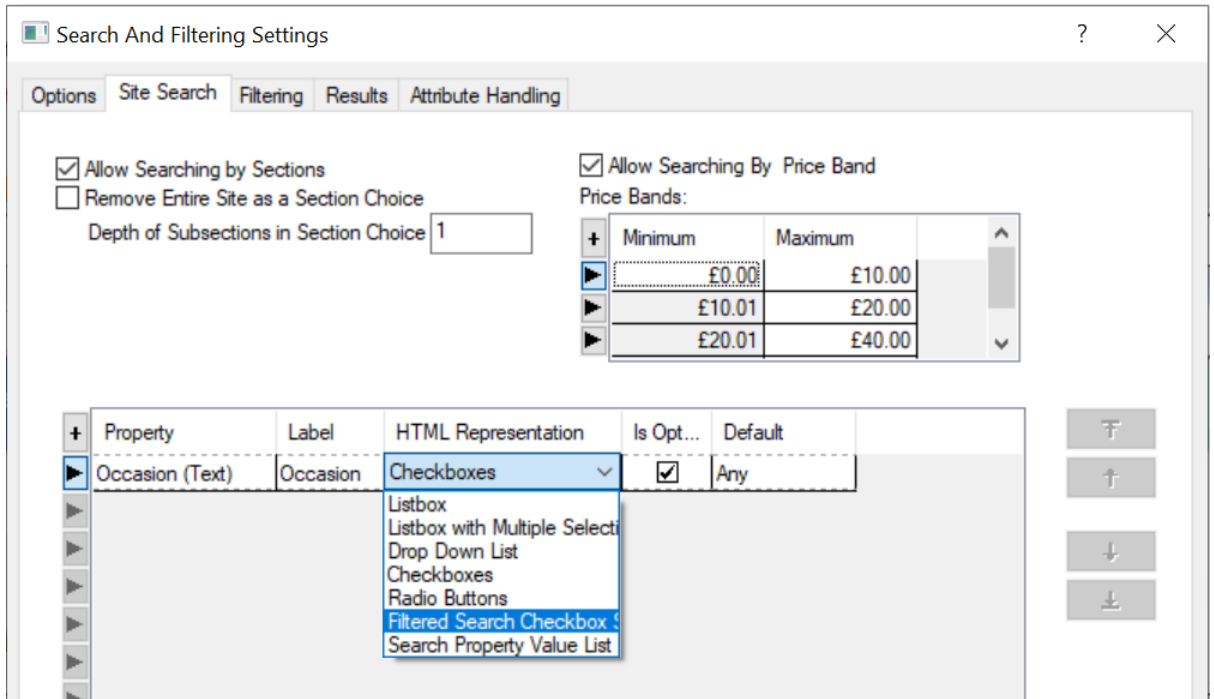
- o Check "Allow Searching by Sections" to enable filtering by catalogue Section
- o Enable filtering by any other Property by adding it to the list. Both Attributes and Variables are supported.

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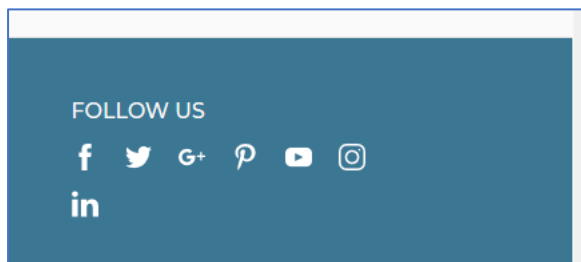
To include links to your Instagram and / or LinkedIn page, enter your user name for the relevant service(s) in "Site Options > Social Media".
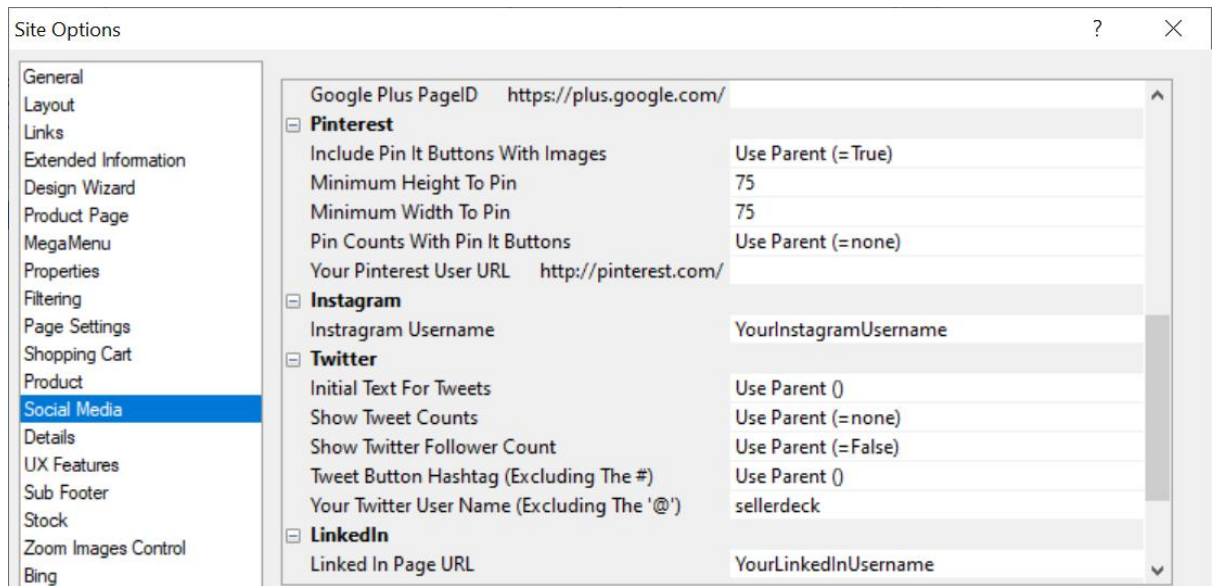
Using product tabs

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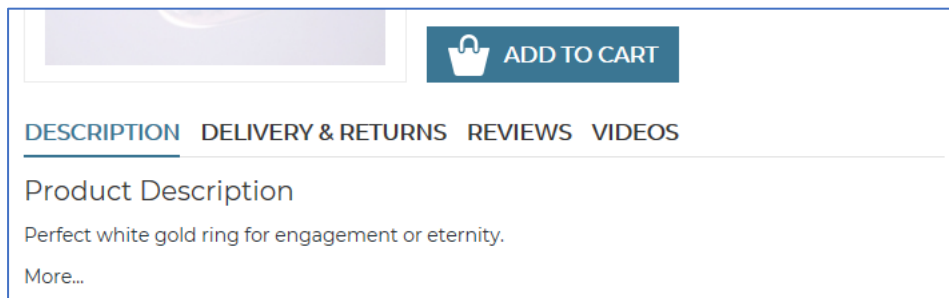
Description

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.
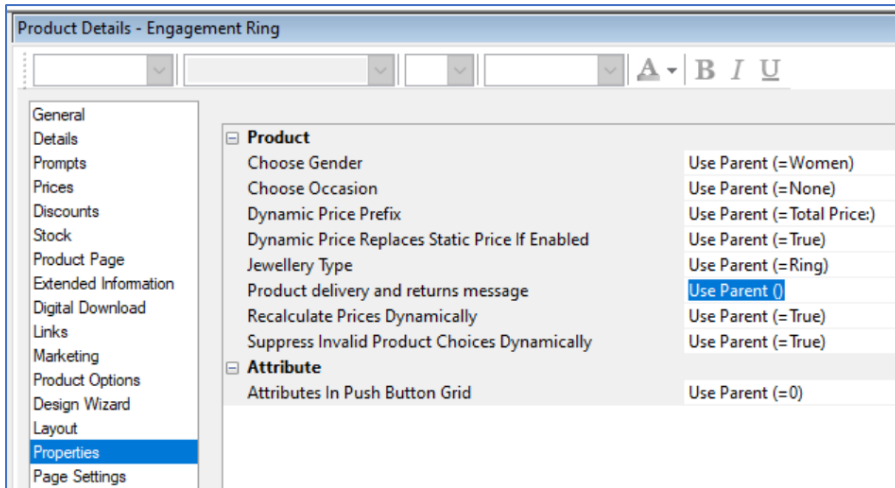
Reviews

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 Feefo for product reviews, then they will appear in the "Reviews" tab shown below:
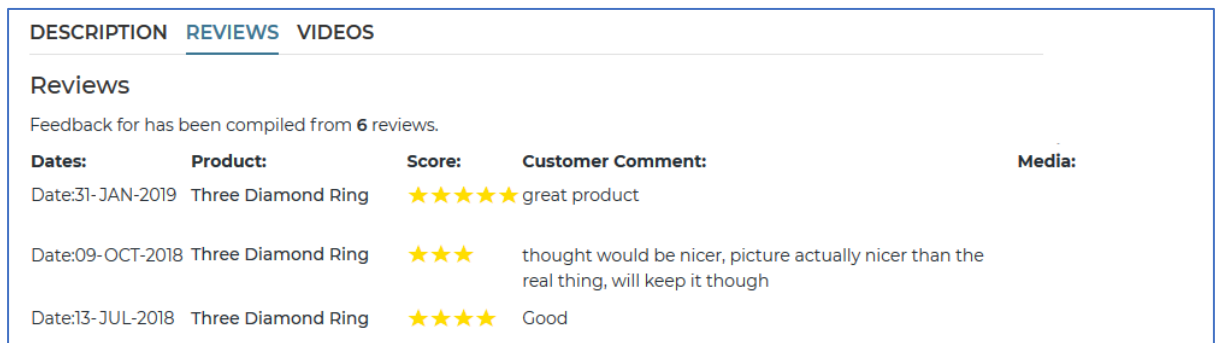
You must have Feefo enabled in "Marketing > Customer Feedback", AND "Enable Feefo Content for Products" must be set to "True" in "Settings > Site Options > Page Settings > Feefo"
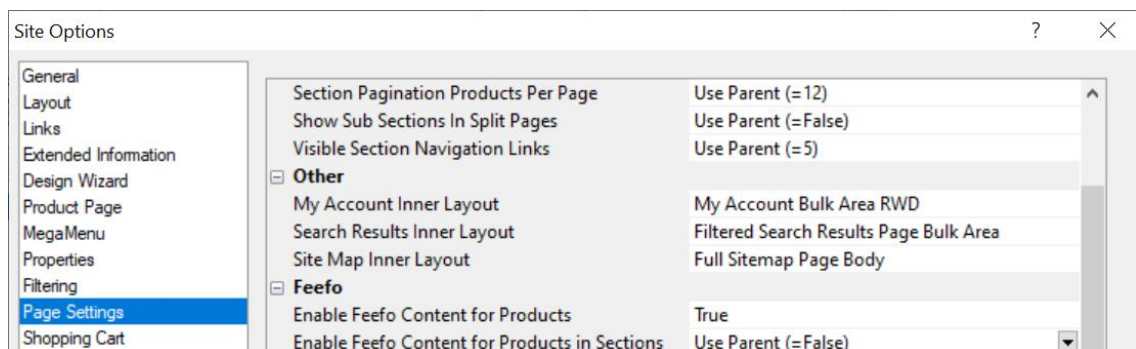
Videos

Anything in the product "Embed Video" field will appear in the "Videos" tab.
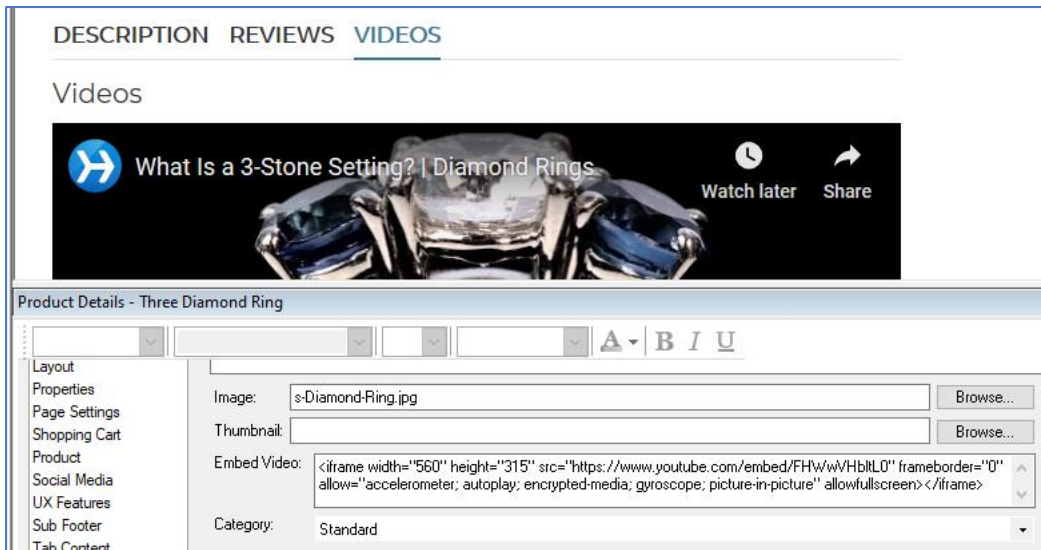
If the field is empty then the tab will be hidden.

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:
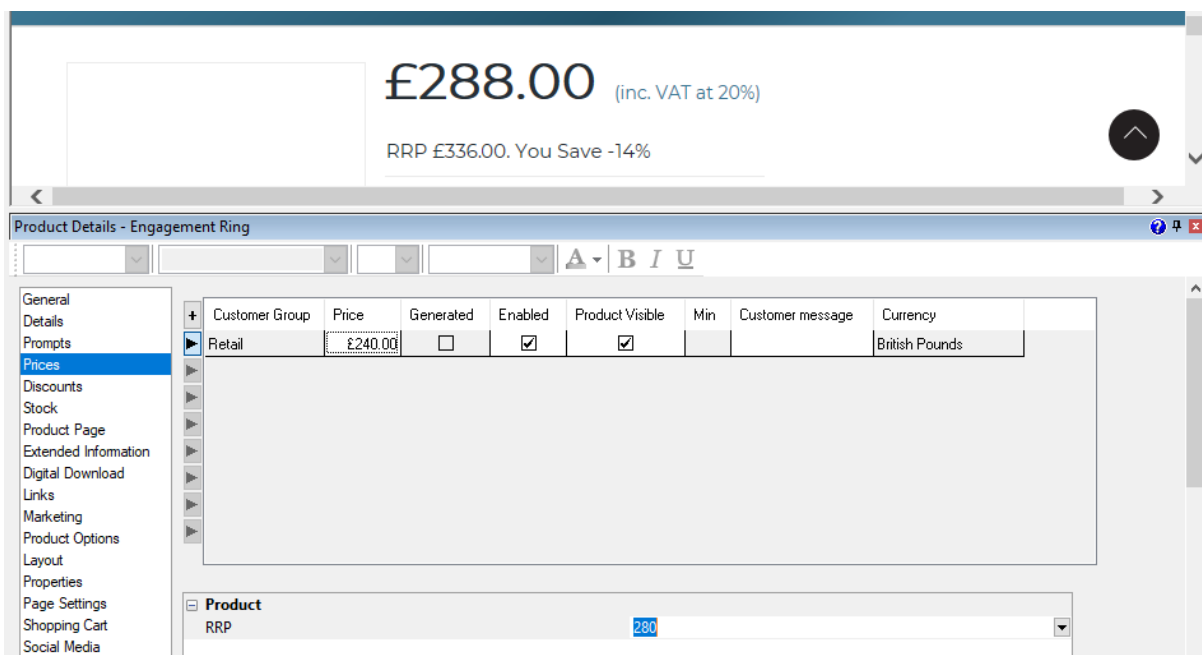
NB:

- 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.
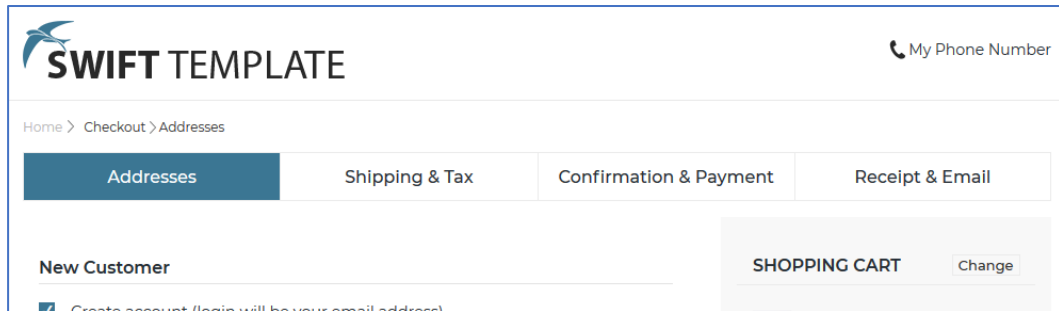
To enable this:

1. Select "Site Options" from the "Settings" menu
2. Select the "Layout" tab
3. Change the "Checkout Pages Layout" to "Enclosed Checkout"
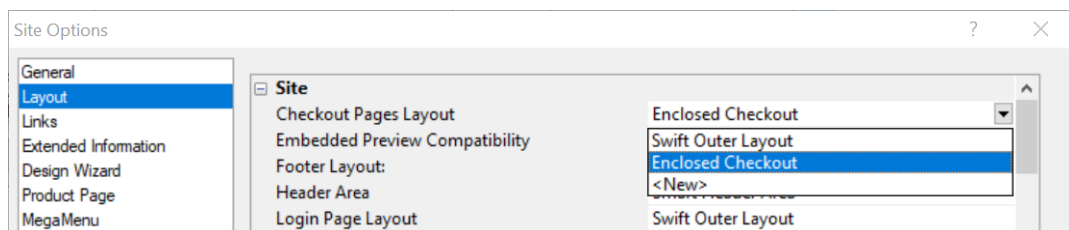
If you wish, you can apply the same style to the receipt page, by changing the setting for the "Receipt Page Layout" lower down in the "Site" settings.

Address Lookup

The faster browsers can checkout the higher your conversion rate will be. Sellerdeck recommend using an Address Lookup 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:

This is setup within the Business Settings of Sellerdeck Desktop:
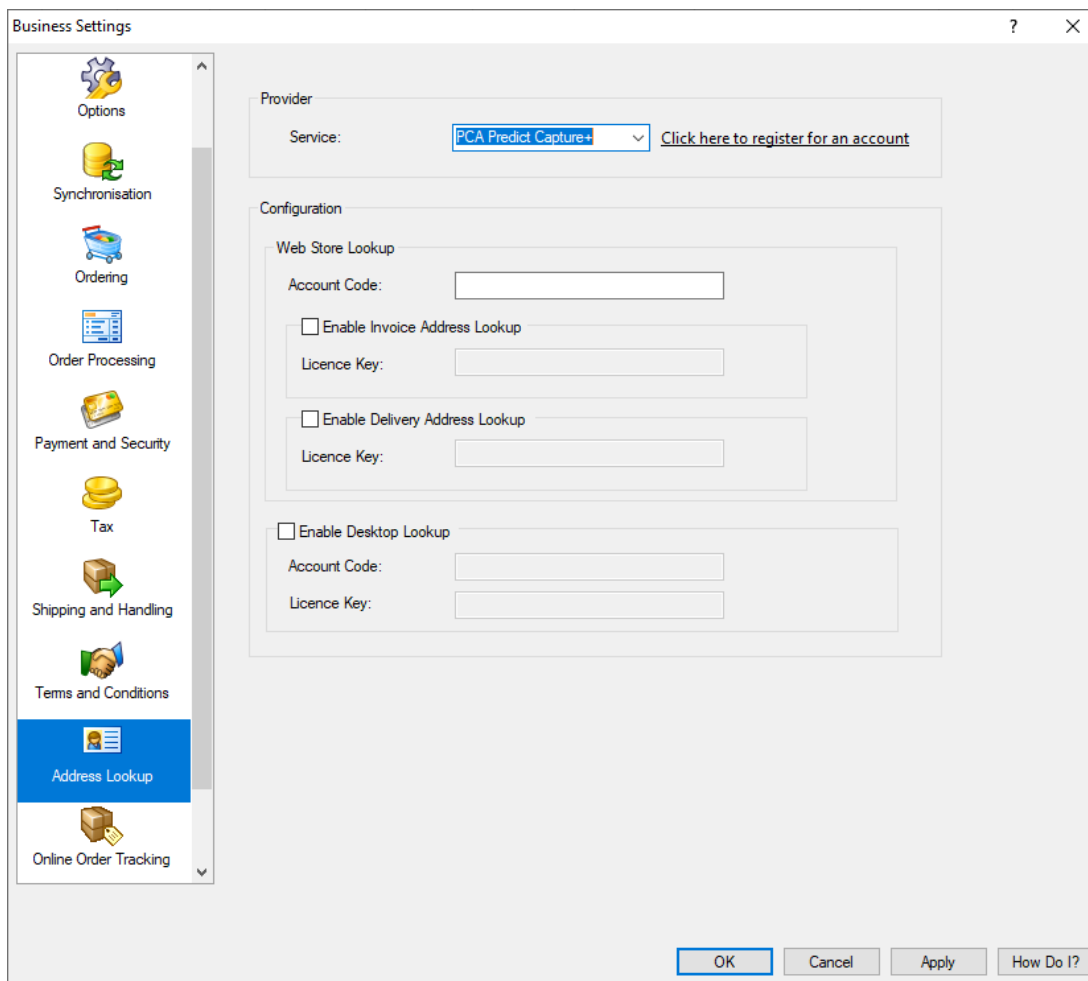
Other new features

Bing tracking code

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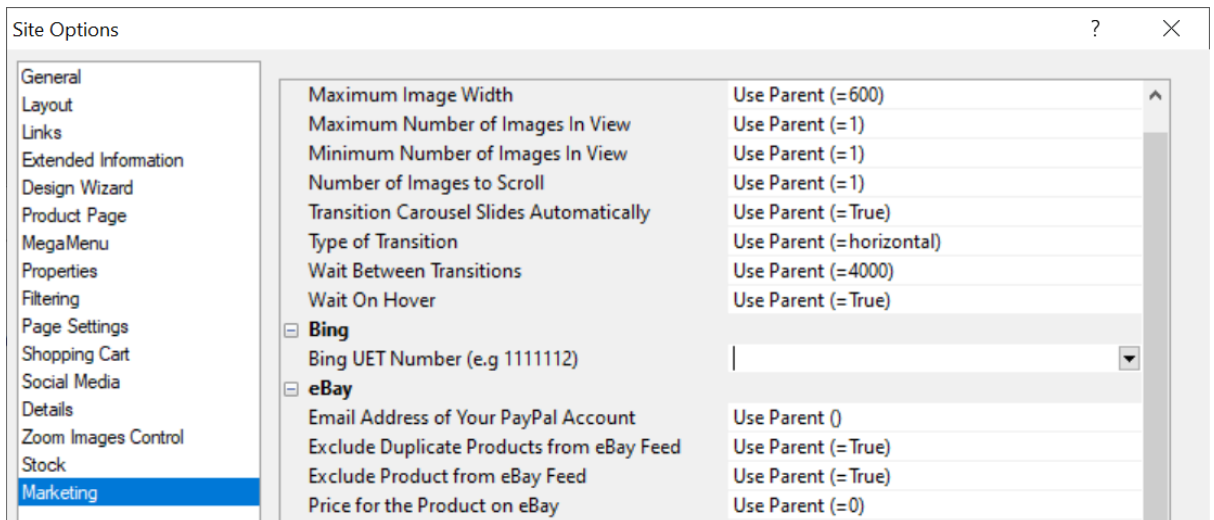
Cookie message

By default, Swift displays a cookie message the first time a user visits:
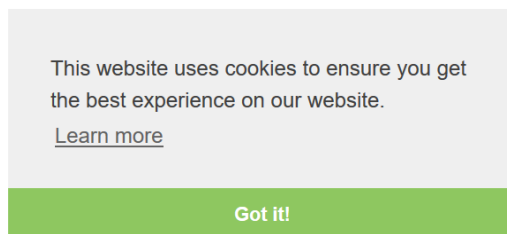
To disable the message, set "Enable Cookie Message" to "False" in the "General" tab of "Site Options"
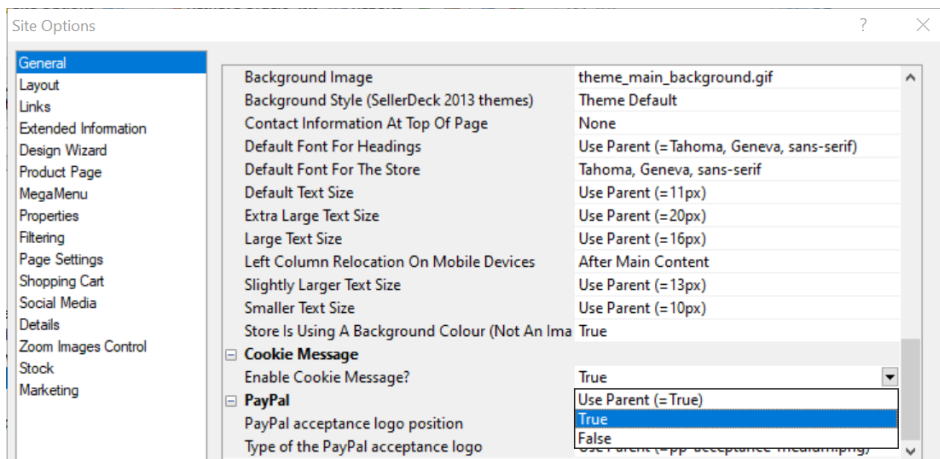
Opening Times

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".
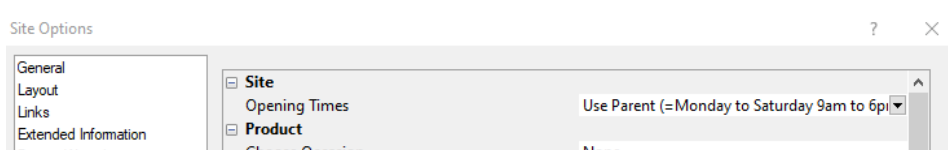
Changing the site colours in Swift

Swift uses a new Colour Scheme accessed from the "Design > Themes" menu by clicking "Advanced Themes Configuration" and clicking the "Colour Scheme" tab.
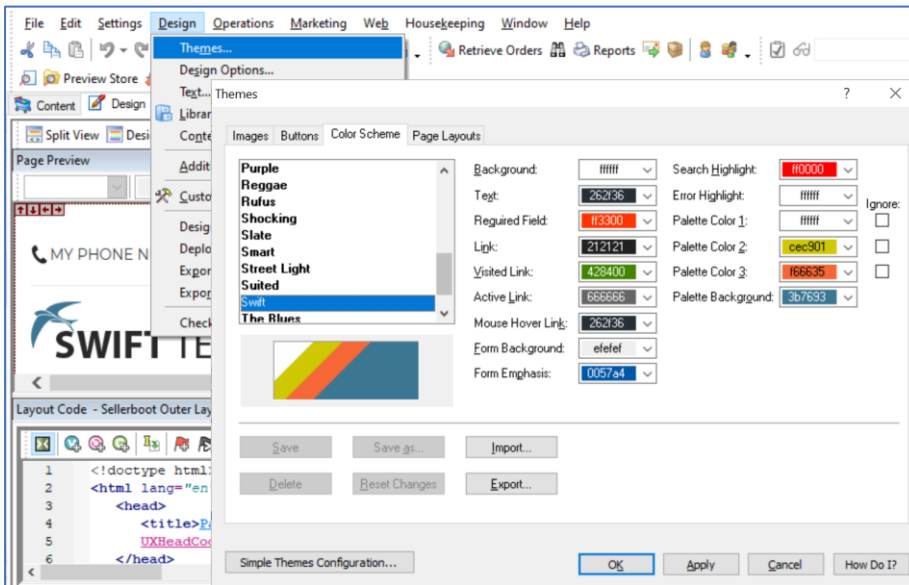
You can change any of the colours in this scheme. If you do so, we recommend that you "Save As" a new scheme to preserve the original, so that you can always get back to it if required.

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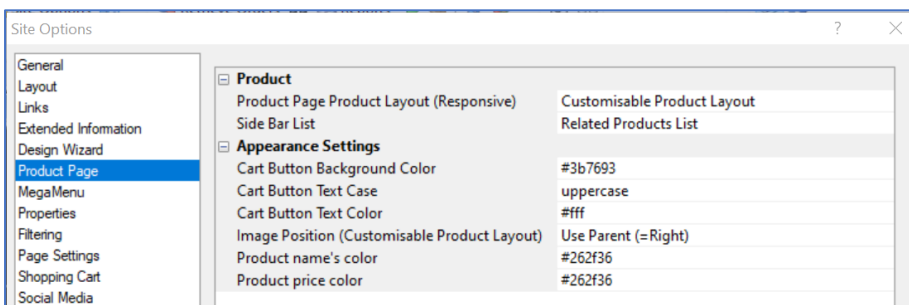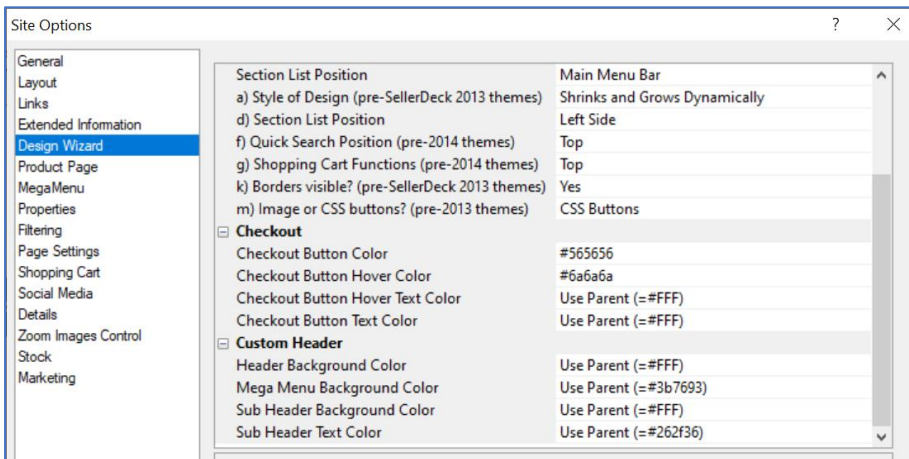
Options

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.
.*

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, ffffff.

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 ZoomImage0 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.
.*
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 ZoomImage0 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