

# Conversion Popups

 **SEOshop** manual

 **development**  
*Your partner in e-commerce and webdevelopment*

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## Information

With the Conversion Popups app for your SEOshop store, you can show your visitors a fully customizable popup/overlay. E.g. for newsletter subscriptions (including a personal coupon code), or you could let your visitors know you have a big SALE event this week. Boosting your sales and strengthen your customer bonding was never this easy!

## Support

If you have any questions or issues please contact our support on [support@dyvelopment.nl](mailto:support@dyvelopment.nl). If you need some specific customization for this app or for your store in general, please don't hesitate to contact us to see what we can do for you!

### For more (general) information

W: <http://www.dyvelopment.nl>

E: [info@dyvelopment.nl](mailto:info@dyvelopment.nl)

# 1. Installation

Installing this app is fairly easy and is done through the SEOshop App Store from your backoffice. If you have not installed an app from Dyvelopment before, you'll need to create a DyApps account during the installation process. Do you already have a DyApps account because you've installed one of our other apps on another shop? Then please enter your current credentials so this app will be connected to your current account.

Have you already installed one of our apps on your current store? That's easy, because if you did, you don't need to enter any information. Just click "complete installation" and this app is automatically connected to your account.

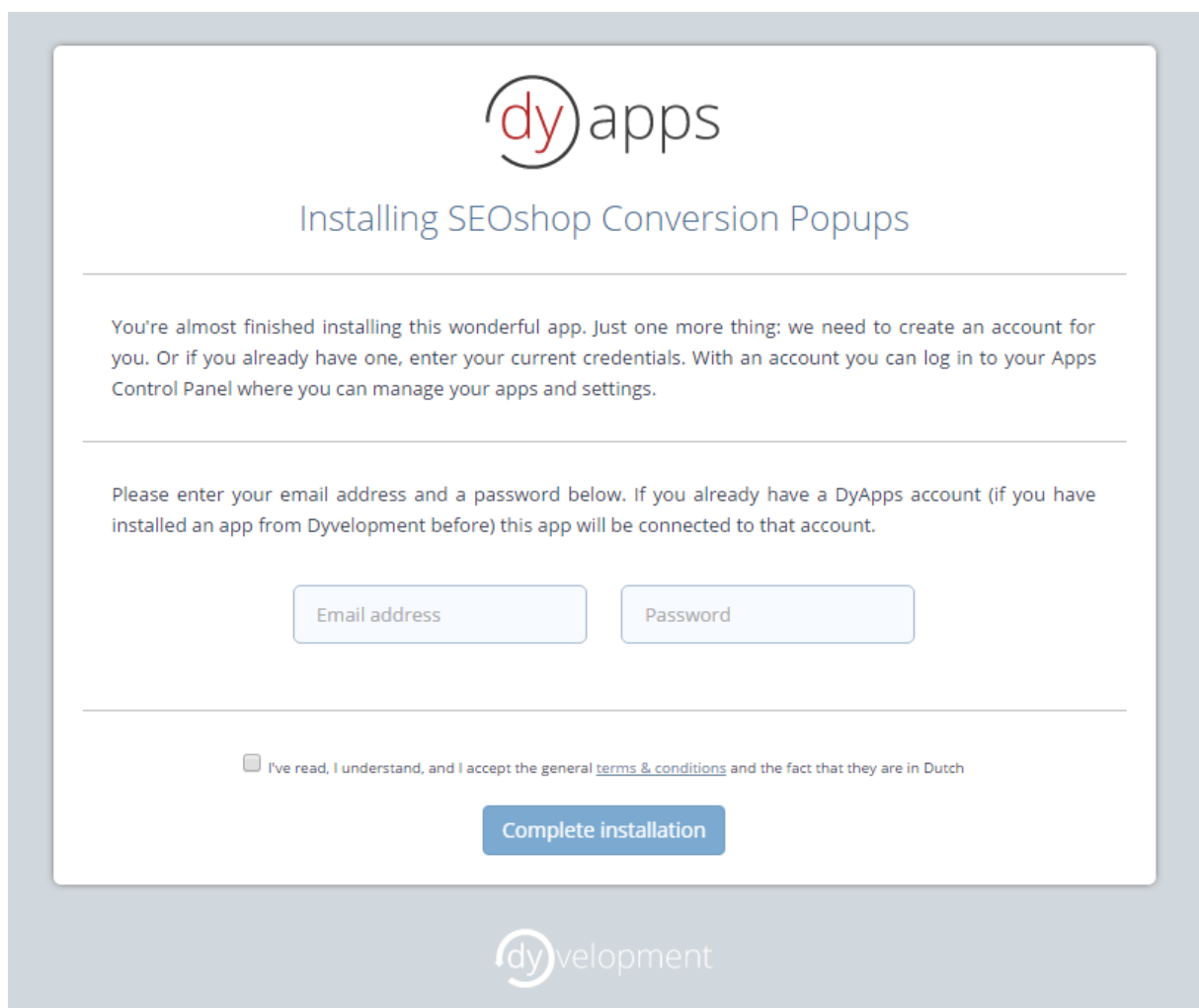
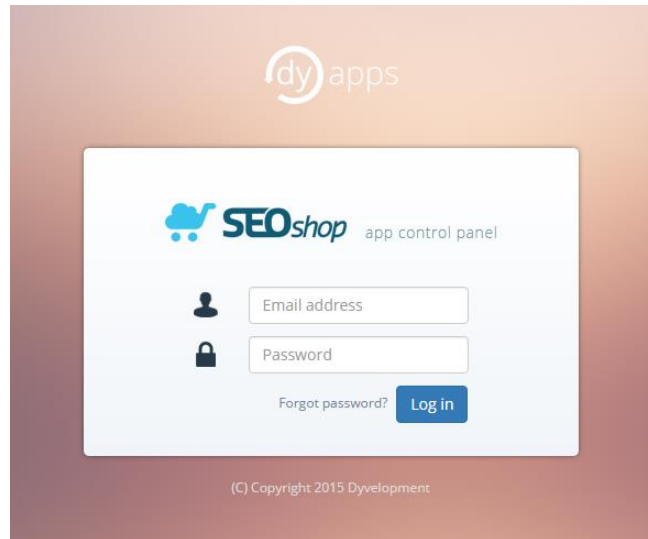
The image shows a web-based installation screen for the 'SEOshop Conversion Popups' app. At the top, the 'dyapps' logo is displayed in a red and black color scheme. Below the logo, the title 'Installing SEOshop Conversion Popups' is centered in a blue font. A horizontal line separates the title from the main text block, which reads: 'You're almost finished installing this wonderful app. Just one more thing: we need to create an account for you. Or if you already have one, enter your current credentials. With an account you can log in to your Apps Control Panel where you can manage your apps and settings.' Another horizontal line follows. Below this, a paragraph states: 'Please enter your email address and a password below. If you already have a DyApps account (if you have installed an app from Dyvelopment before) this app will be connected to that account.' There are two light blue input fields: 'Email address' and 'Password'. A horizontal line is below the fields. At the bottom of the form area, there is a checkbox with the text: 'I've read, I understand, and I accept the general [terms & conditions](#) and the fact that they are in Dutch'. Below the checkbox is a blue button with the text 'Complete installation'. The entire form is set against a light gray background. At the very bottom of the image, the 'dyvelopment' logo is visible.

Figure 1: installation screen

After the installation you'll be redirected to the Apps Control Panel. That's the place where you can manage your apps and its settings.

## 2. Apps Control Panel

The Apps Control Panel is the place where you can manage your Dyvelopment apps. Often you can find here your app's statistics, or your app's settings. You can log in to the Apps Control Panel at <http://apps.dyvelopment.nl/>.



*Figure 2: Apps Control Panel login screen*

Here you can log in with the username and password from your DyApps account. These are the credentials you've entered during the installation. You've also received these per email.

## 2.1 Dashboard

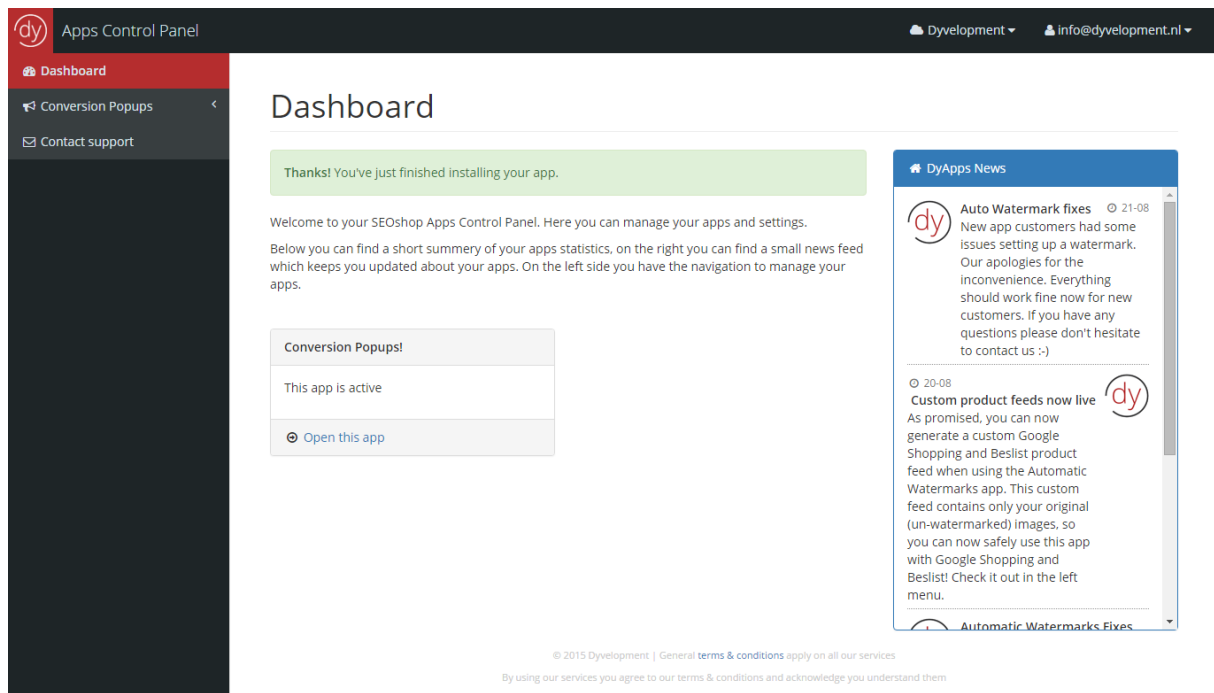


Figure 3: The Apps Control Panel

The dashboard is the central place where you'll be when you've logged in to the Apps Control Panel. Here you can find a summary of your installed Dyvelopment apps. On the right side you'll see a small newsfeed. On the left side you'll find the navigation for your installed apps.

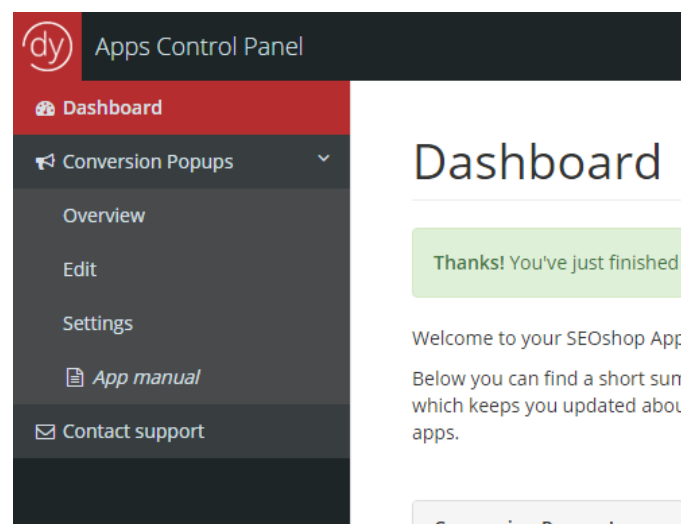
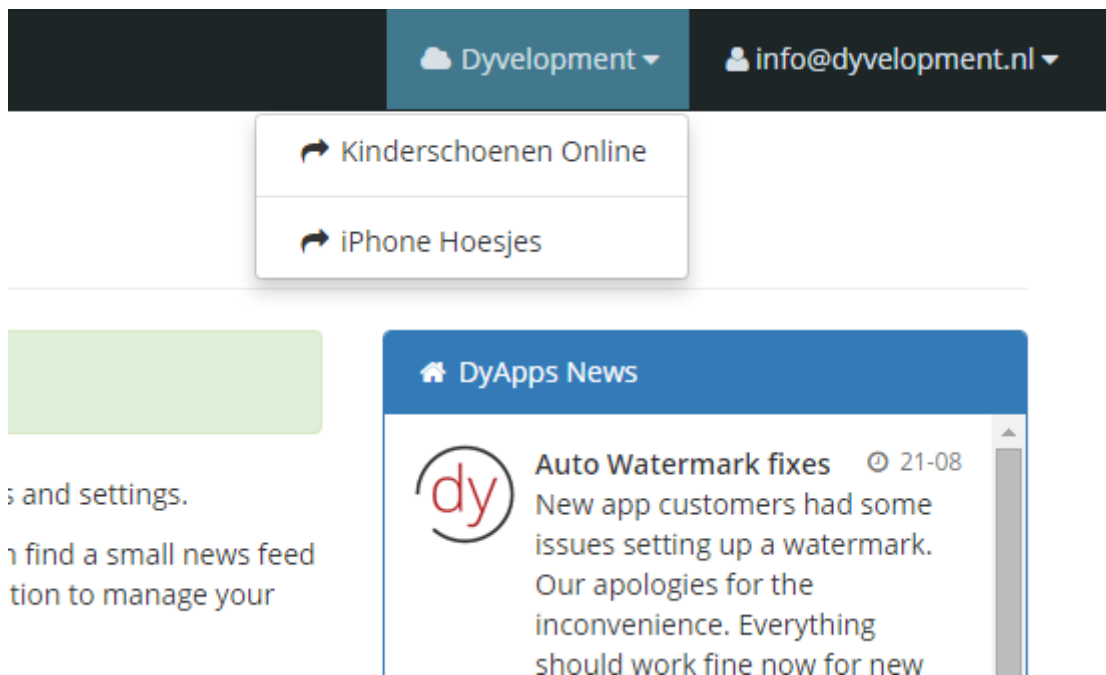


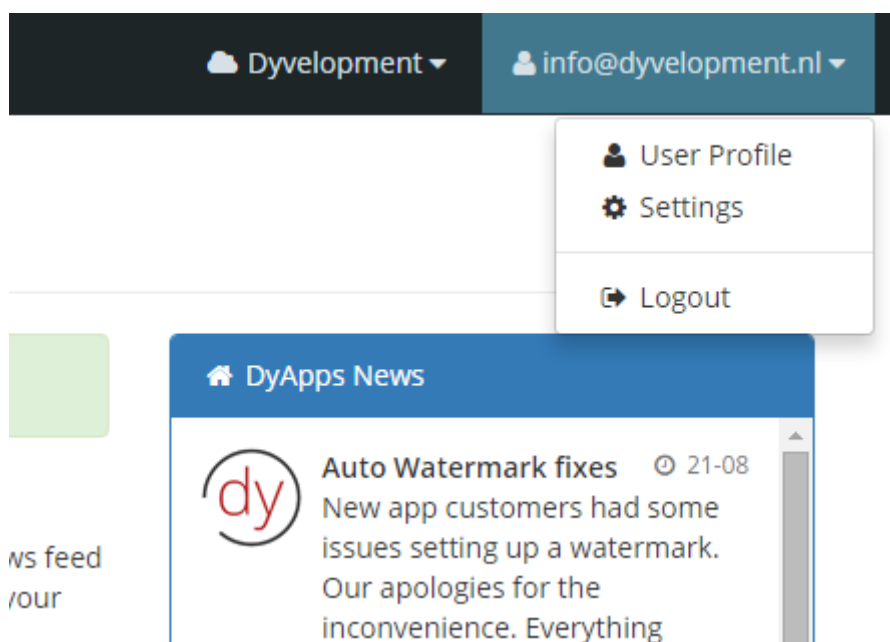
Figure 4: The navigation on the left side

In the upper right corner you can switch between multiple shops if you have them.



*Figuur 5: switch between shops connected to your account*

On the right side you can log out.



*Figuur 6: Uitloggen*

These menu's are pretty straight forward.

## 3. Manage the app

When you click on “Conversion Popups” in the left side navigation, you’ll see a sub menu with a few options. We’ll cover those options in this chapter.

### 3.1 Overview

On this page you’ll find an overview from all people who subscribed to your newsletter via the app. If there’s a coupon generated during subscription you’ll also see that in this overview.

The screenshot displays the 'Apps Control Panel' interface. The left sidebar contains navigation links: Dashboard, Conversion Popups (expanded), Overview (selected), Edit, Settings, App manual, and Contact support. The main content area is titled 'Conversion Popups' and features two status cards: a green 'Active' card with a refresh icon and the text 'This app is active', and a blue 'Newsletter subscriptions' card with a coupon icon and the number '0'. Below these is a 'Newsletter subscription history' section with a search bar and a table. The table has columns for Subscr. ID, Coupon code, Email, Language, and Created at. It currently shows 'No data available in table' and 'Showing 0 to 0 of 0 entries'. At the bottom, there is a copyright notice for 2015 Dyvelopment and a link to terms and conditions.

Apps Control Panel

Dashboard

Conversion Popups

Overview

Edit

Settings

App manual

Contact support

### Conversion Popups

Active  
This app is active

Newsletter subscriptions  
0

Newsletter subscription history

Show 10 entries

Search:

Subscr. ID	Coupon code	Email	Language	Created at
No data available in table				

Showing 0 to 0 of 0 entries

Previous Next

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By using our services you agree to our terms & conditions and acknowledge you understand them

Figure 7: Overview from generated newsletter subscriptions



## 3.2 Edit your popup

On this page you can fully customize your popup. On the left side you'll find some global settings and you can enter the text per language. Above on the right side you have the option to choose a background image. Below that you have a live preview of your popup.

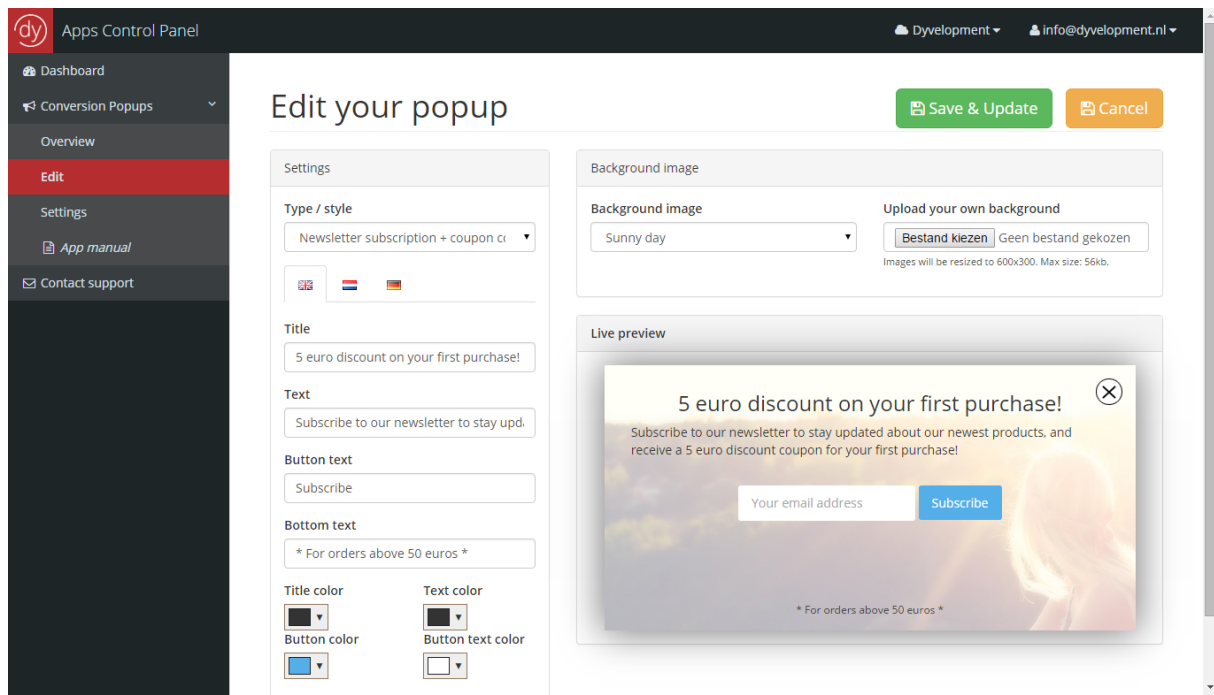


Figure 8: Edit your popup

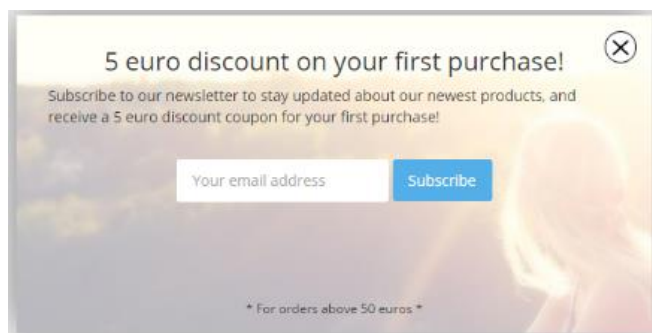
Below we'll explain the most important things.

### Type / style

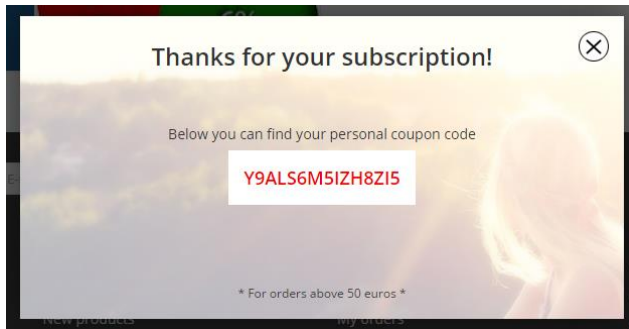
You can choose from 4 different popup types:

- Newsletter subscription + coupon code
- Newsletter subscription (without coupon code)
- A popup with a global coupon code
- An informative popup (text). E.g. to show visitors there is a special SALE event going on.

#### Newsletter subscription (+ coupon code)



This style shows a popup with an input field for an email address. After the visitor subscribed to the newsletter the personal coupon code is shown (if you chose to).



When you've chosen for the type with coupon code, the coupon code is shown after subscription.

### Only a (global) coupon code

This style only shows a coupon code to your visitor. Of course you'll need to create the code in the SEOshop backoffice as well.

Settings

Type / style

Only a (global) coupon code

The coupon code

SUMMERSALE2015

Title

10% discount during summer sale for si



### Text popup

This style gives you a variety of options and lets your decide even more what you want to show. E.g. you could tell your visitors you have a SALE event going on. You can also choose to show or hide the button, and you can give the button a link.

Settings

Type / style

Text popup

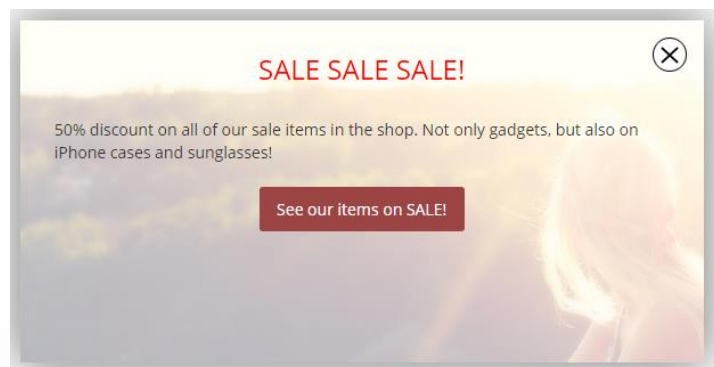
☒ Show button

Button URL

https://www.yourshop.com/sale

Title

SALE SALE SALE!



## Background images

Under "Background image" you can change the background image of your popup. We have 4 default images, but you can also choose to use an uploaded image, or to use an external URL as the image.

The screenshot shows a settings panel titled "Background image". On the left, there is a dropdown menu labeled "Background image" with the following options: "Sunny day" (selected), "Gadgets", "Fashion dark", "Fashion light", "Use my uploaded image", and "External URL". On the right, there is a section titled "Upload your own background" which contains a button labeled "Bestand kiezen" and the text "Geen bestand gekozen". Below this section, a note states: "Images will be resized to 600x300. Max size: 56kb."

*Figuur 9: Aanpassen van de achtergrondafbeelding*


### Use my uploaded image

You can choose to upload a background image by using the input field on the right. Your image must be 600 pixels in width and 300 pixels in height. When your image is not this size, the app will automatically resize it to 600x300 pixels. Your image must be a .jpg file, and cannot be larger than 48kb. This is due to technical limitations from SEOshop. When 48kb is not enough for you, you could choose a default image, or use an external image url as image. See below.

### External URL

You can choose to use a background image hosted somewhere else on the internet. This can come in handy when the image you tried to upload was larger than 48kb. You could upload the image to your own server, or use an image hoster. On sites like <http://imgur.com> you can easily upload your images. An external url can have file extensions like .gif, .jpeg, .jpg and .png, and does not have any restrictions in file size. However we do advise to use an image that is –just like an uploaded image– 600 pixels in width and 300 pixels in height. The app automatically uses this size. A URL could be for example: [http://www.yourshop.com/popup\\_background.jpg](http://www.yourshop.com/popup_background.jpg).

## Save and update



When you customized your popup the way you want it to, you can click on the big green button “Save & Update” in the upper right corner. After you click this button your popup is saved and imported in your SEOshop store. **Please note: it can take a few minutes before changes are visible in your store.**

## I want to see my popup again to be able to test/experiment with it.

When your visitor closes a popup, a cookie is stored to make sure he won't see the popup again. The same goes for you: When you tried the popup once, you won't see it again.

For you to see the popup again (like if you want to test and see) you will have to delete your browser cookies (for your webshop domain). For more experienced users: it's the cookies that start with “dy\_popup”. When you delete these, you'll see the popup again (after a browser refresh).

### 3.3 Settings

On this page you can manage the app's settings. In this case you can edit your coupon code rules (the amount, minimum amount etc.), sync the languages from your shop to the app, and load jQuery into your theme.

Apps Control Panel

Dashboard  
Conversion Popups  
Overview  
Edit  
**Settings**  
App manual  
Contact support

## Settings

### Coupon discount generation

This works exactly the same as in SEOshop. [Click here](#) to read the manual for SEOshop discounts.

Type  
Amount

Discount Amount (incl. vat) or percentage.  
5 €

Shipping costs  
Default

Coupon is valid for  
A month

Minimum order amount Incl. vat  
50 €

Save

### Shop language syncing

Current app languages:

Language
Nederlands
Deutsch
English
Dansk

Sync languages from shop

### Load jQuery

This app depends on jQuery. Most themes use this already, so you probably don't need to activate this (if jQuery is already present, it will conflict). If your template does not have jQuery you can load it by selecting this box:

☒ Import jQuery to my theme

Save

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By using our services you agree to our terms & conditions and acknowledge you understand them

Figure 10: app settings

### Coupon code generation rules

Coupon discount generation

This works exactly the same as in SEOshop. [Click here](#) to read the manual for SEOshop discounts.

Type  
Amount

Discount Amount (incl. vat) or percentage.  
5 €

Shipping costs  
Default

Coupon is valid for  
A month

Minimum order amount Incl. vat  
50 €

Save


Just like in the SEOshop backoffice you can manage the coupon generation settings. This setting only applies to the popup style “newsletter subscription + coupon code”. These settings work exactly the same as in SEOshop if you would create a coupon code manually.


## Synchronize languages


Shop language syncing


Current app languages:

Language

 Nederlands

 Deutsch

 English

 Dansk

Sync languages from shop

When you added a language to your SEOshop you need to tell the app you added it before you can use it in the app. To do this simply click “Sync languages from shop”. You’ll also see languages here which are already synced from your shop.

## Load jQuery

Load jQuery

This app depends on jQuery. Most themes use this already, so you probably don't need to activate this (if jQuery is already present, it will conflict). If your template does not have jQuery you can load it by selecting this box:

☐ Import jQuery to my theme

Save

This setting is only for advanced users. When your theme does not use jQuery you can activate this setting. This app relies on jQuery.