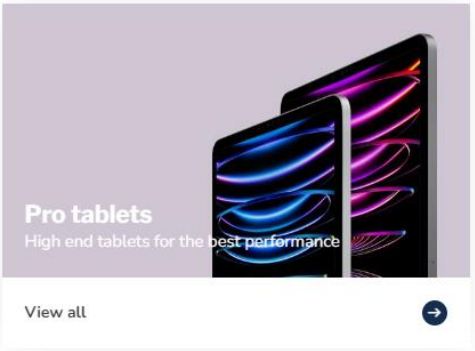
Documentation

Next Generation Lightspeed eCommerce theme



Featured products

SAMSUNG
Galaxy S22 Blue

Nifty! Group your separate created products with different colors, as if

~~€899,00~~ €849,00

In stock 1

SAMSUNG
Galaxy S22 Green

Nifty! Group your separate created products with different colors, as if

~~€899,00~~ €849,00

In stock 1

APPLE
iPhone 14 case black

Sed sapien nisi, blandit eu vestibulum sit amet, vehicula ac eros. Nunc sit

€39,95

In stock 1

APPLE
iPhone 14 case blue

Sed sapien nisi, blandit eu vestibulum sit amet, vehicula ac eros. Nunc sit

€39,95

In stock 1

APPLE
iPhone 14

Sed sapien n
sit amet, veh

€39,95

In stock

Before you begin!

Proxima is a great theme for *any type* of store and has can be customized in almost a million ways to match the perfect look & feel. We've designed a few demo store presets **for your inspiration** and to get you up and running quickly. Our presets are fit for any kind of store and not specifically for the showcased products in that preset demo.

Note: before you begin, it's important to read the next three items carefully.

For help and support visit our support center at https://support.dyvelopment.com/.

Are you looking for a theme setting or feature that isn't covered in this manual? Or would you like to have custom changes made to your own theme design? Feel free to contact us through our support center and we'll be happy to discuss the possibilities.

1. THEME ADDONS APP

Get the most out of your new theme and install our **free** DyApps Theme Addons app as well. This app has specifically been developed for a perfect integration with our theme and is setup in under two minutes. Except installing the app there's nothing much else left to do. Features like color swatches and back in stock notifications can be set up through the app itself.

With the Theme Addons app installed you'll have access to awesome extra features like:

- **Free back in stock notifications** for when an item is not in stock.
- **Age verification popup**
- Support for the new mandatory Google Analytics 4 (GA4).
- Advanced **b2b-features**, like a VAT toggle switcher and bulk variant lists.
- Countdown **deal timers** per product and **delivery timeframe timer** like *Order within XX for same day* shipping.
- **Advanced variants** with material and **color swatches**, variant options a **blocks**, and crossed out **out-of-stock** variants.
- **Product filters** with color and material swatches.
- **Live price view changes** when the customer changes a custom field value that has an additional fee.
- **Group different products** as if they were variants, like grouping different separate color products.
- Custom **redesigned checkout** for higher conversion rates.
- Sell **bundled products** or **Shop the Look** items with *bundles as a* product.
- Show **automatically generated related products** on product detail pages.
- Show **custom** selected **upsell products** on the cart page.
- Show custom **banner images on category pages** in between the product cards.
- Show custom selected **products in your blog articles** for more SEO and copywriting sales!

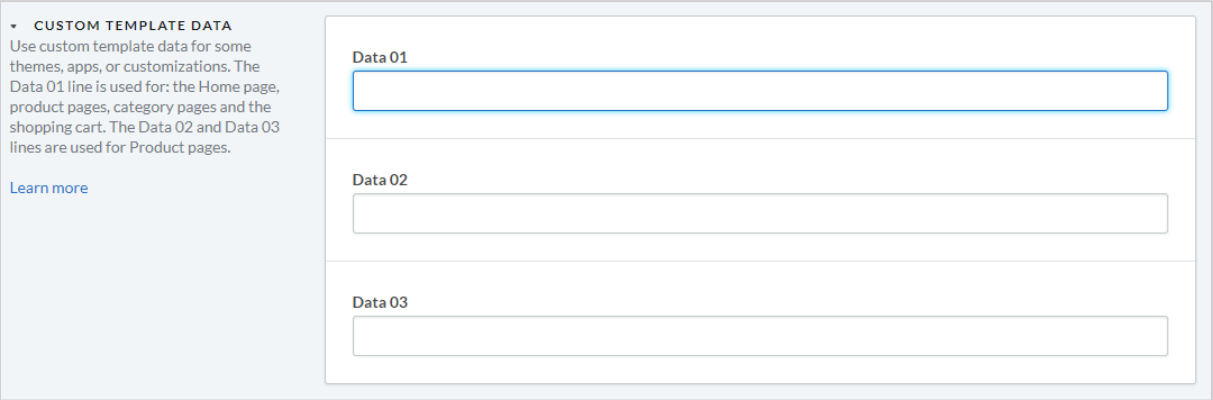
It's absolutely not mandatory to install the Theme Addons app to use Proxima. But because installing Theme Addons is done with just a few clicks and provides access to many features without configuration needed, we recommend installing the app right after you've installed Proxima.

Merchants in **North America** or **Australia**: **click here** to view the app page in your backoffice.
Merchants in **other regions**: **click here** to view the app page in your backoffice.

Not sure? No worries, only one of the links will work for you. Or of course feel free to look for the *Theme Addons* app under **Backoffice > Apps**.

Tip: don't forget to enable the theme-setting **General/Advanced > DYAPPS – THEME ADDDONS** after installing the app.

2. ENABLE CUSTOM TEMPLATE DATA



Some features use the *custom template data* fields (Data 01, 02 and 03) available on the product page in your backoffice. These fields are not enabled by default. You can enable these fields under **Backoffice > Settings > Workflow > Custom template data**. If you've enabled the custom template data fields you can use features like custom text labels, bundles-as-a-product, group products as if they were variants, set up deal timers, and much more.

Features that you enable in Data 01 are set up as **featureName: Value**. It's definitely possible to use multiple features at the same time by separating the different features with a pipe | character. For example: **label: My label | group_by:sku | bundle: 299.95**.

3. TRANSLATIONS

You can translate all theme settings through Lightspeed's built in translations module. You can find this module in your eCom backoffice under **Content > Translations**. Not getting translations to work? Try to create the translation again, but this time try to make sure your translation key exactly matches the text you've entered in the theme setting input field, and doesn't contain any hidden spaces for example. For any questions and more support you can browse Lightspeed's help docs.

Tip: Do you only have one store? Then you can also translate these translation keys to, for example, "Our store" or "Shop" (singular).

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Image dimensions

Details and examples for image dimensions for banners on the homepage can be found in the corresponding chapters for the homepage modules.

Please keep in mind that images in banners (like in sliders, highlights and video's) are set to fill up the background space. This means that because of the responsive view, some edges are cropped off because the lack of space. These images are meant for decoration and we don't recommend to put the text in the images themselves.

Brands

The theme uses images with a size of 280x180 pixels. We advise to keep a bit of white space around the brand in the image itself to prevent multiple brand images on a page from cluttering due to the lack of white space.

Category images

We advise a size of 600x600 pixels. You can choose the size yourself, but make sure it's a square ratio.

Product images

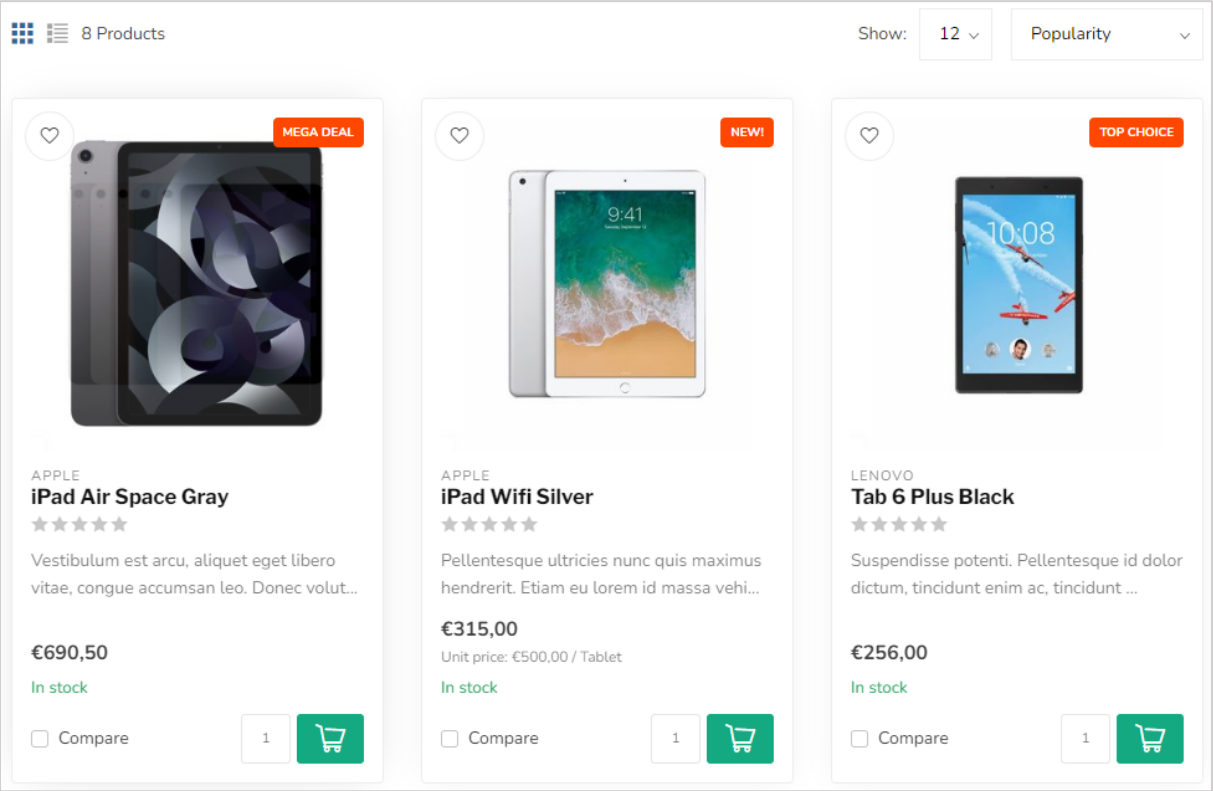
The theme can handle all kinds of product image dimensions, but for the best experience we recommend 1040x1200 pixels when using a portrait dimension ratio, or 1200 x 100 pixels when using the square ratio.

Logo

Our theme is really smart, so you can choose a logo size yourself as well. We do recommend to not make it higher than 70 pixels, or wider than 400 pixels.

Special features

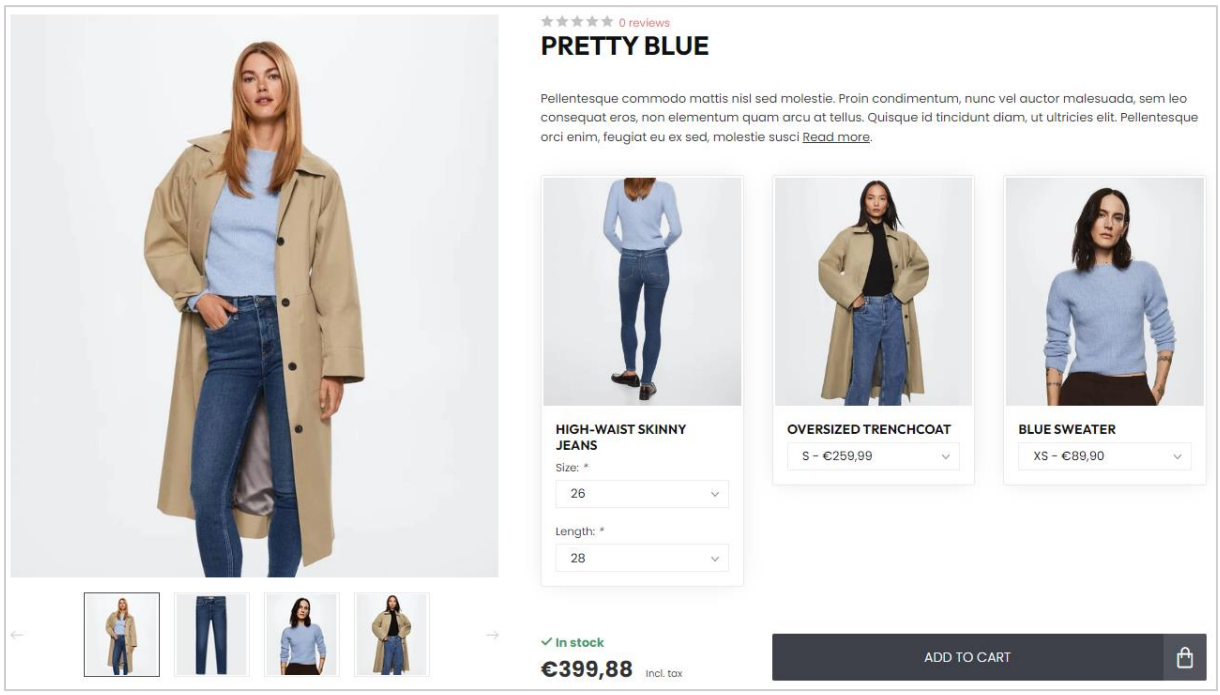
TEXT LABELS



To show a text label on top of your product blocks you can use the Data 01 feature **label:** followed by your custom text. Tip: keep your text short. For example: **label: Mega Deal**.

Labels have the same color as your configured theme highlight color by default. You can also pick a custom color per product (in HEX format, like #0356FC). To enable your custom label color you can use the feature **label_color:** followed by your HEX color code (including hash character). For example: **label_color: #0356FC**. To pick a HEX color you could use Google's built in color picker.

SHOP THE LOOK – BUNDLE AS A PRODUCT



Theme Proxima offers you a feature to sell a product bundle just as a normal product. This feature is also used to sell a Shop the Look product. With this feature the contents of product bundle will be shown where normally the product variants would be shown.

If you don't have the product bundles module active for your eCom subscription (for example if your store is located in North America), you can also choose to use the product's related products for this feature.

METHOD 1: PRODUCT BUNDLES (RECOMMENDED, DEFAULT)

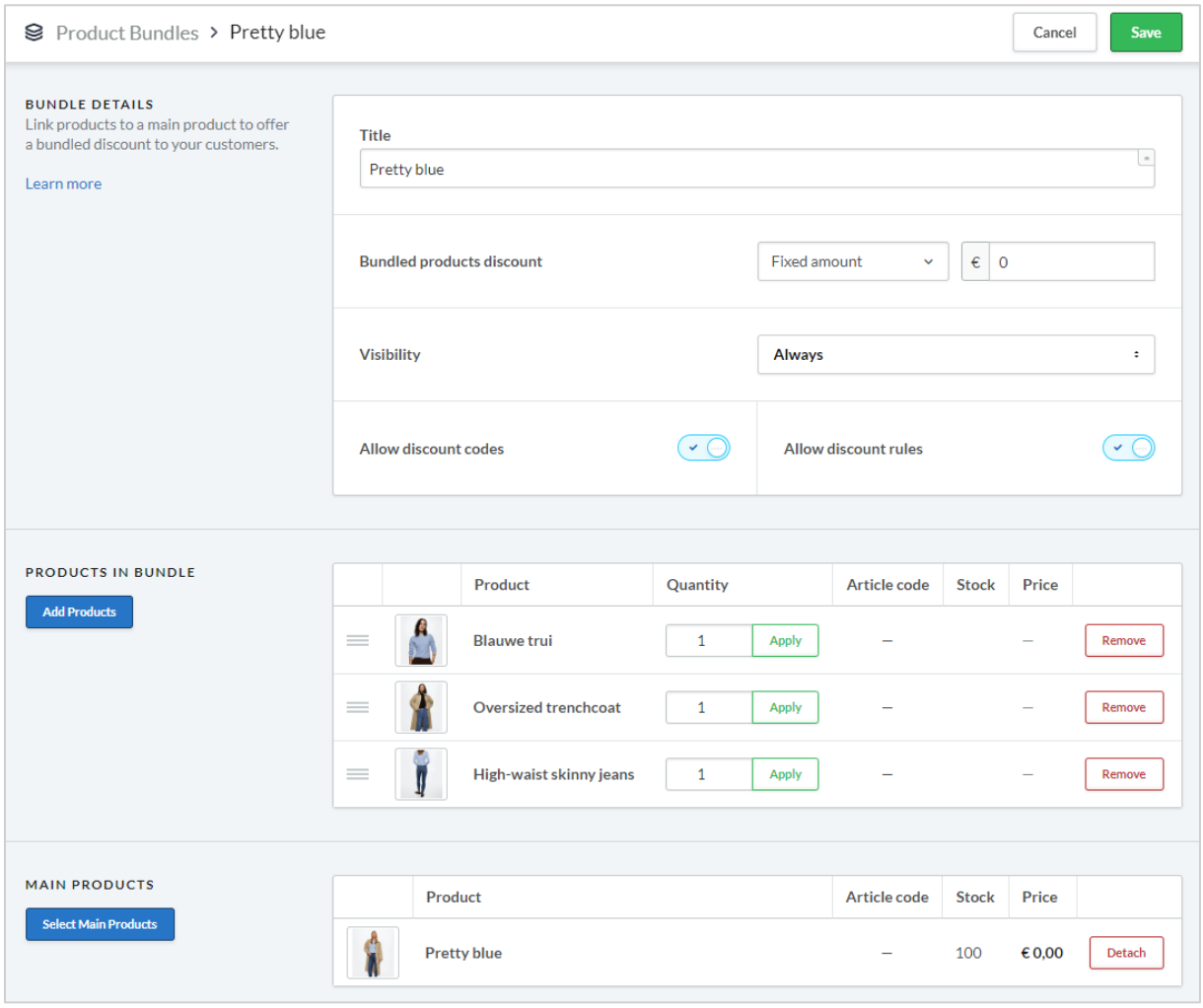
Step 1

In your backoffice, create a product with the price of 0 EUR/USD and enter all other product details as you would normally do (title, text, images etc.). It's important that you set the price 0 to avoid double costs for your customers. This product is going to be the main product. You'll later add a product bundle to this main product.

Please note: you can't add multiple bundles to the main product, only the main bundle.

Step 2

Create a product bundle under **Backoffice** > **Products** > **Bundles**.



Enter a random bundle title for your own reference and set the discount to 0%. This way the product price later on depends on the actual products within the bundle.

Next enable the settings that allow discount being applied to the bundle and add the individual products to the bundle you want to sell in the main product.

Step 3

Add the main product created in step 1 to this product bundle.

Step 4

Now the only thing left is telling the theme the main product should behave as a 'bundle as a product' page. To do so open the main product in the backoffice and scroll down to the Data 01 field. Here add the text " Bundle: " followed by the total price of the product bundle. Separate the decimals of the price with a dot.

For example: **bundle: 399.00** for a bundle with a €399,00 price.

METHOD 2: USING RELATED PRODUCTS

Step 1

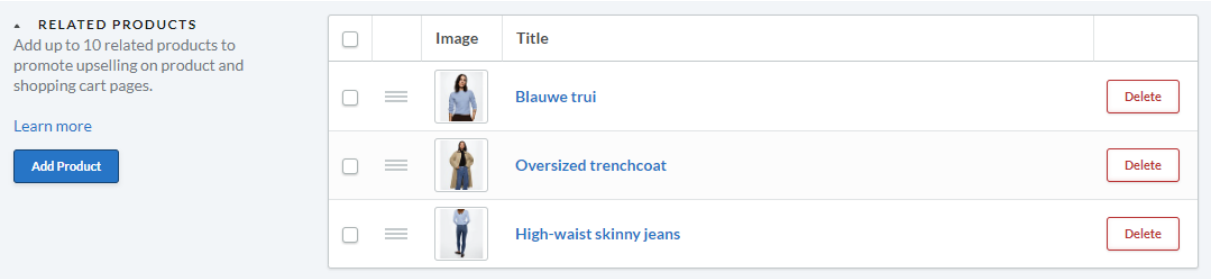
Under **Backoffice > Design > Edit theme > Pages/Product details > Product Settings** change the setting *Bundles as a product (shop the look) type* to **Related products**.

Step 2

Create a new product as you would do normally (with title, text, images etc.), and give it a price of all articles added up together.

Step 3

Scroll down and add your related products:



Step 4

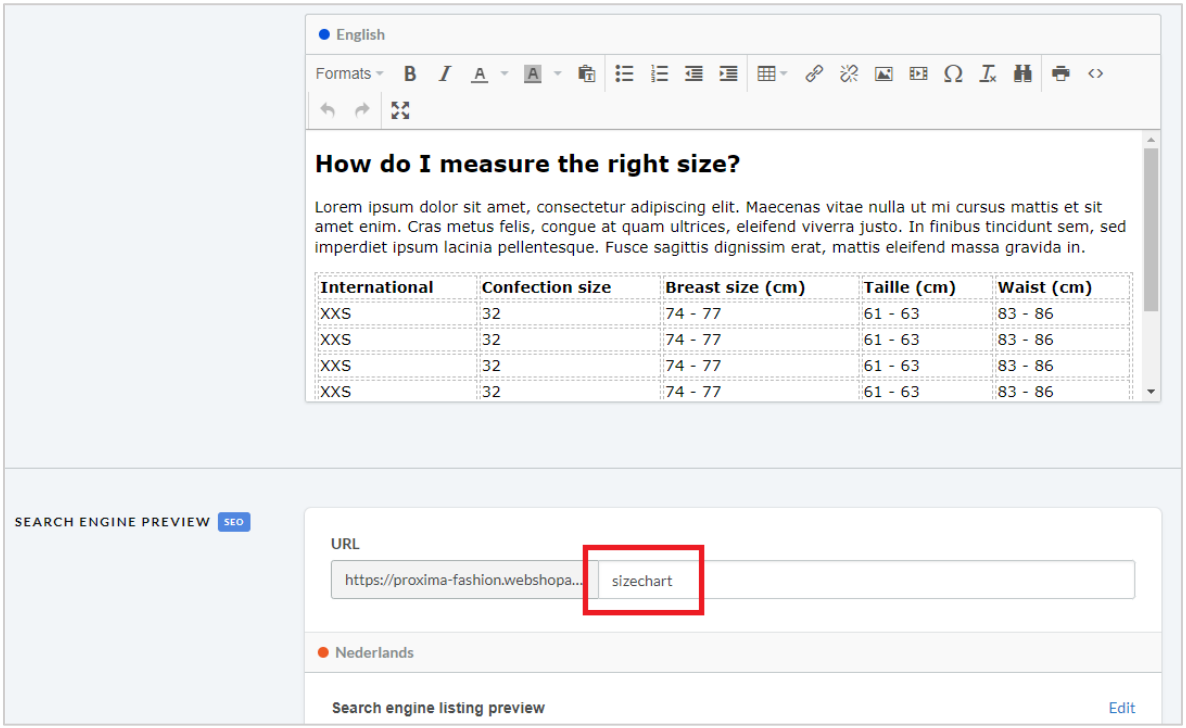
Now the only thing left is telling the theme the main product should behave as a 'bundle as a product' page. To do so open the main product in the backoffice and scroll down to the Data 01 field. Here add the text " Bundle: " followed by the total price of the product bundle. Separate the decimals of the price with a dot.

For example: **bundle: 399.00** for a bundle price of €399,00.

SIZECHART

Step 1

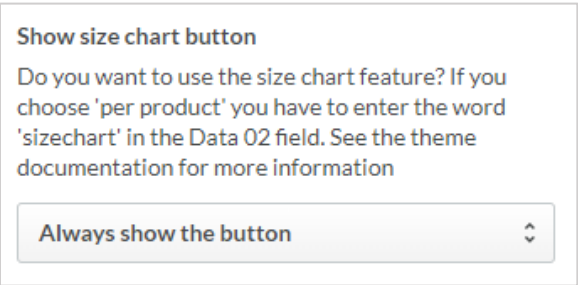
Create a custom text page under **Backoffice > Content > Pages**. You can name the page what you want, the important part is that the URL field is always filled with the word “sizechart”. Without this URL the theme won’t be able to retrieve your page content.



You can enter your own table through the Lightspeed text editor, but if you want you could also use this feature for other content than a size chart. Just make sure the URL is always filled with the word sizechart.

An example HTML code for the sizechart can be found on the next page. You can copy/paste this in the text editor with the <> code view button in the toolbar.

Step 2



Enable the theme setting **Show size chart button** under *Pages/Product details > PRODUCT FEATURES*.

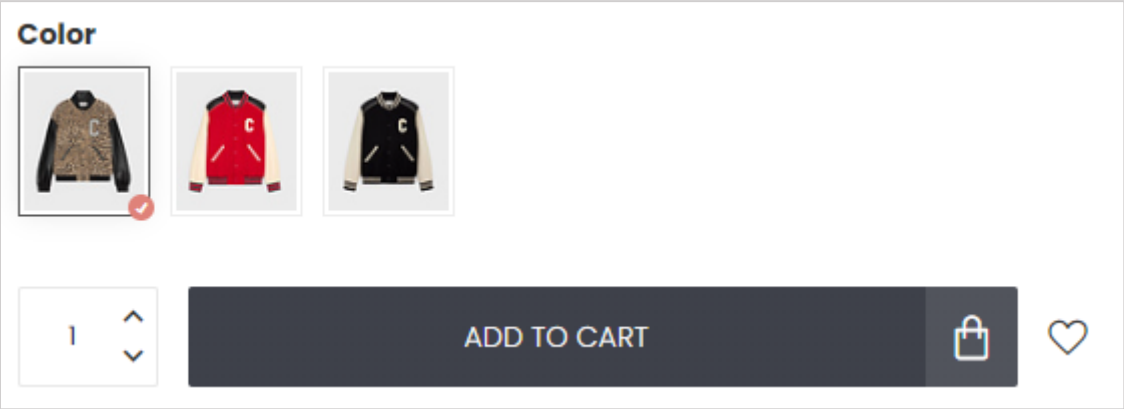
When you enable this setting there will appear a button on the product page to view the size chart in a popup/overlay. You can also choose to only show the size chart button on selected product pages. In that case you have to fill the product Data 02 field with the word “sizechart” to show the button for that product.

HTML code example for size chart

```
<h2>How do I measure the right size?</h2>
<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas vitae nulla ut mi cursus mattis et sit amet enim. Cras metus felis, congue at quam ultrices, eleifend viverra justo. In finibus tincidunt sem, sed imperdiet ipsum lacinia pellentesque. Fusce sagittis dignissim erat, mattis eleifend massa gravida in.</p>
<table class="sizechart-table" style="width: 100%;">
    <tbody>
    <tr>
        <td><strong>International</strong></td>
        <td><strong>Confection size</strong></td>
        <td><strong>Breast size (cm)</strong></td>
        <td><strong>Taille (cm)</strong></td>
        <td><strong>Waist (cm)</strong></td>
    </tr>
    <tr>
        <td>XXS</td>
        <td>32</td>
        <td>74 - 77</td>
        <td>61 - 63</td>
        <td>83 - 86</td>
    </tr>
    <tr>
        <td>XXS</td>
        <td>32</td>
        <td>74 - 77</td>
        <td>61 - 63</td>
        <td>83 - 86</td>
    </tr>
    <tr>
        <td>XXS</td>
        <td>32</td>
        <td>74 - 77</td>
        <td>61 - 63</td>
        <td>83 - 86</td>
    </tr>
    <tr>
        <td>XXS</td>
        <td>32</td>
        <td>74 - 77</td>
        <td>61 - 63</td>
        <td>83 - 86</td>
    </tr>
    </tbody>
</table>
```

Theme Addons

GROUP SEPARATE PRODUCTS AS VARIANTS



You can group your separate products (like colors or models) as if they were variants of the same product. To determine which products should be grouped together, you'll have to configure a special group code for every product that belongs to this same group. This code basically identifies the products that should be grouped together.

To configure this group code either one of the fields Article code, EAN/Barcode or SKU can be used to enter your group code. It's up to you to decide which field can be used. It's not possible to use any other field for this feature.

Step 1

Determine your unique group code that you can use for every product that you would group together in this group. Ideally you'll only use alphanumeric characters, but certainly no spaces. We advise to use a code that is a bit of a micro description of the main group/item. For example: **HUGOBOSS2022DENIMJEANSCLUTCH**.

Step 2

Enter your group code in every product that belongs to your group. If your products have multiple variants, make sure to enter your group code **for all variants**.

In the example below we're using the field article code to put in our group code for demonstration purposes. Most merchants would probably use the EAN/Barcode or SKU fields though.

Step 3

Now that you've grouped your products by giving them all the same group code, you'll need to enable this feature on a per product basis. This can simply be done using Data 01 feature **group_by:** followed by the name of the field you're using to group them. You can use one of the following three values: *sku, code or ean*. To use the article code, use the value *code*. Example: **group_by: code**.

Would you like to show a title/label above the grouped items? Like "Other colors" or "Pick your favorite". Again in Data 01, you can use the feature **group_by_title:**. For example: **group_by: code | group_by_title: Other colors**.

After saving your products it can take up to 30 minutes before the product is added to your group, as this is related to Lightspeed's server caching system. Usually this shouldn't take more than just a few minutes.

Important: when your group code isn't "unique enough", other products which don't belong in there, may appear in your group as well. Are you missing a product in your group, or don't get the expected results? Then simply search for the group code in your eCom backoffice using the search feature. This way you'll get a clear oversight of products grouped based on your group code, and quickly know where to implement corrections. This works really well because internally, the theme also uses a search feature, so you should get the exact same results when searching for the group code in your backoffice as well.

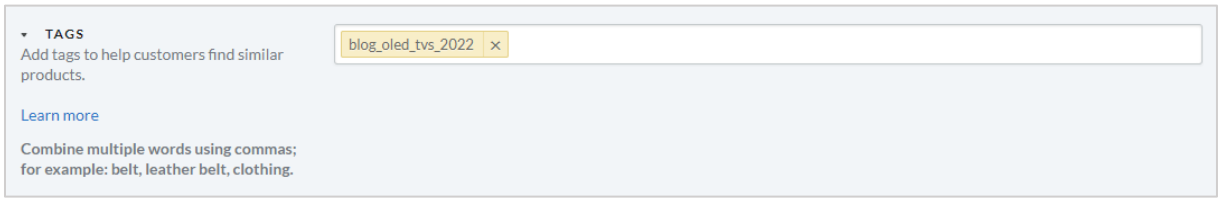
Theme Addons

PRODUCTS IN BLOG ARTICLES

Embedding products in your blog articles is possible by using specially created product tags. Simply put: in your article you'll configure from which specific product tag, products should be shown.

Step 1

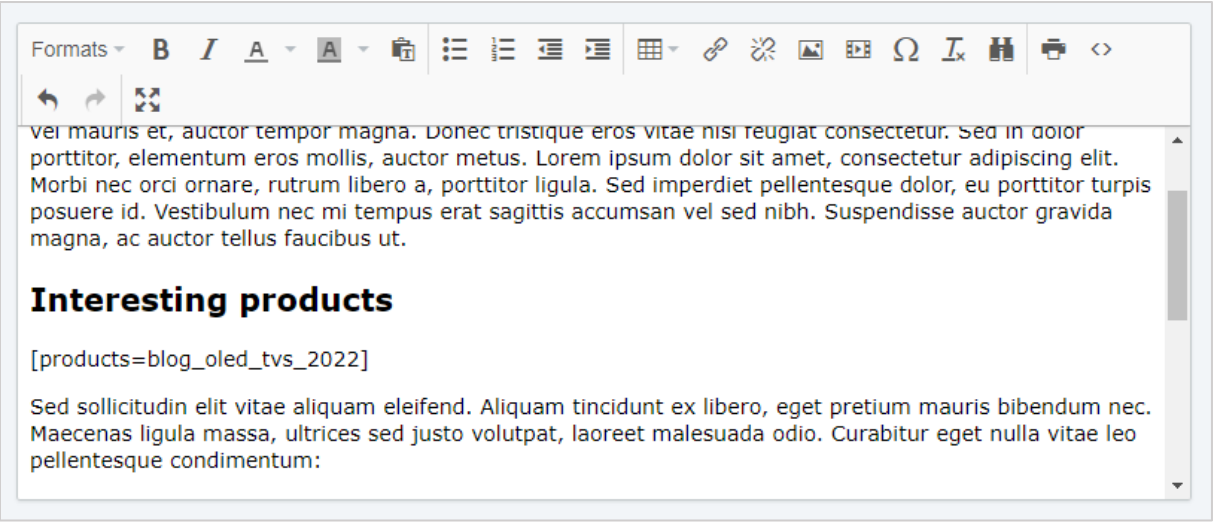
Edit the products that you would like to embed in your blog article and add a specific product tag to these products. This tag should start with the prefix **blog_**. Imagine writing an article about OLED tv's, you could add a tag to your products like **blog_oled_tvs_2022** for example.



Tags using the blog_ prefix won't be shown on the product detail page and are for internal use only.

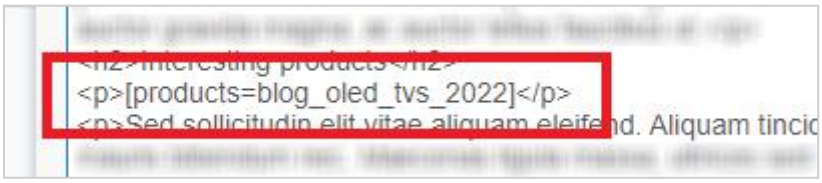
Step 2

To embed these products, simply add the *widget tag* at the location where you would like to embed these products, on a new line. The widget tag looks as follows: **[products=blog_your_product_tag]**. In our example we're using the tag *blog_oled_tvs_2022*. Example:



Important! The widget tag should be text without any kind of markup, in it's own paragraph. For a new paragraph you simply press ENTER, not *SHIFT+ENTER*. When your paragraph or widget tag has any special (hidden) markup applied, the widget won't work. Because of this we highly discourage you to copy/paste a widget tag; pasting text usually contains (hidden) markup code.

Does the widget tag keep showing as text instead of embedded products when viewing the blog article on the website? Then you've made an error implementing the widget code. You can investigate the issue by using the code view button <> in the toolbar at the top. The widget tag should only be place between a and tag. See the code example below:

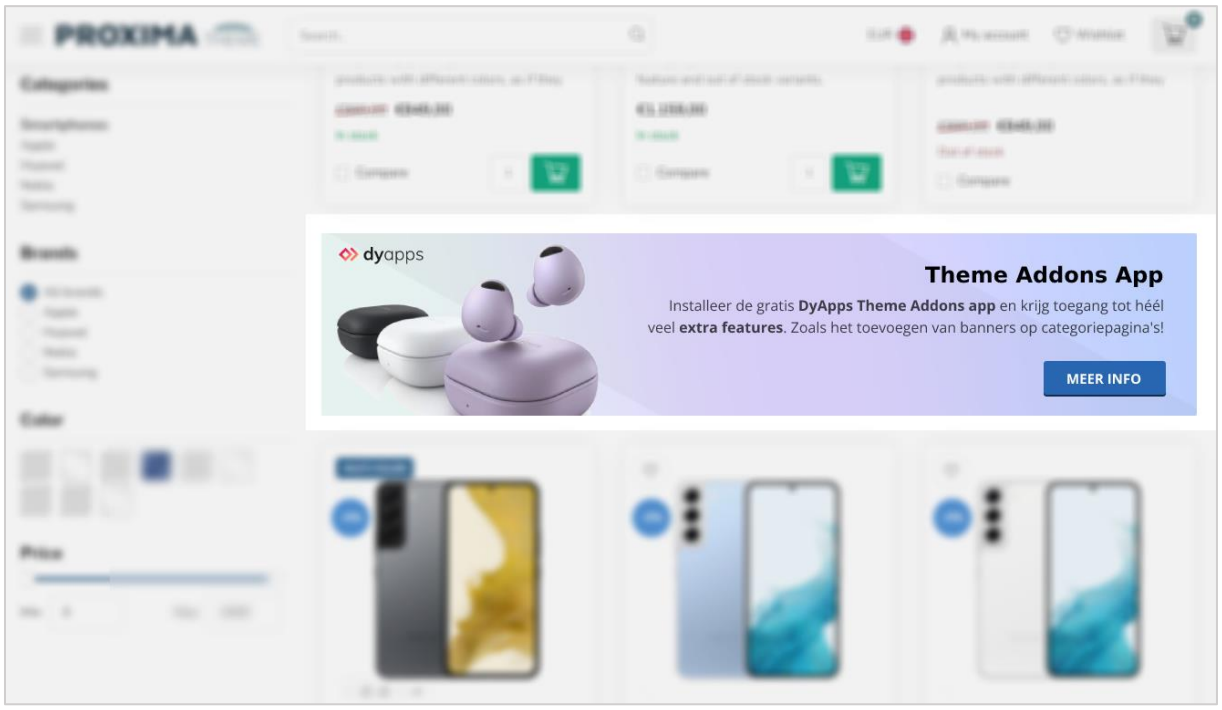


Any other attributes or markup, or any other tags inside the tag, should be removed.

Note: Dyvelopment unfortunately cannot provide support on embedding products in your articles.

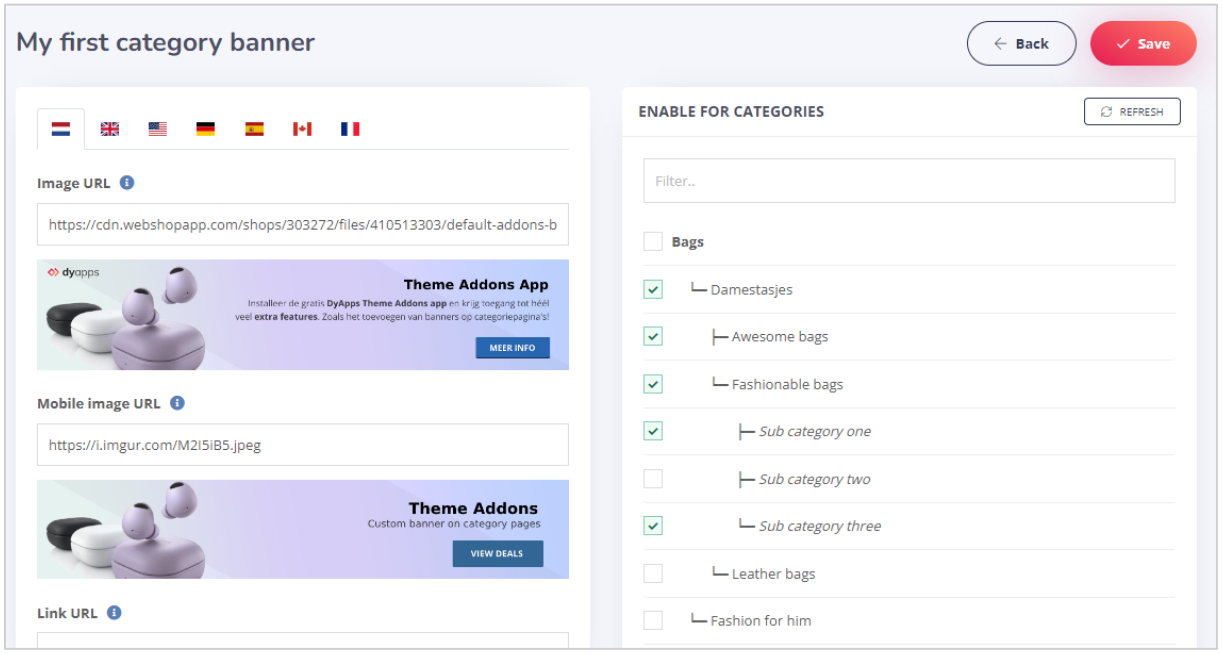
BANNERS ON CATEGORY PAGES

Theme Addons



Install the free Theme Addons app to show custom banner images on your category pages, in between the product columns. If you've enabled a banner for a specific category, the banner will be shown below the first row of products, on the first page only. Of course it's also possible to set one default image banner for all category pages.

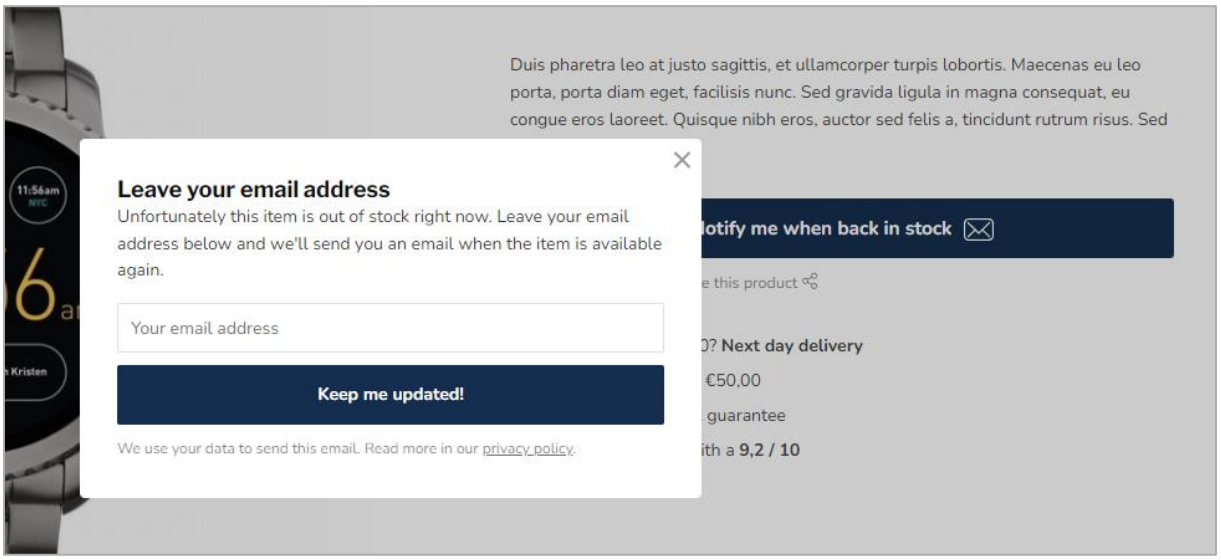
Have you installed the Theme Addons app? Then you can manage your app and category banners in the DyApps dashboard at https://my.dyapps.io/.



More information can be found the Theme Addons app manual.

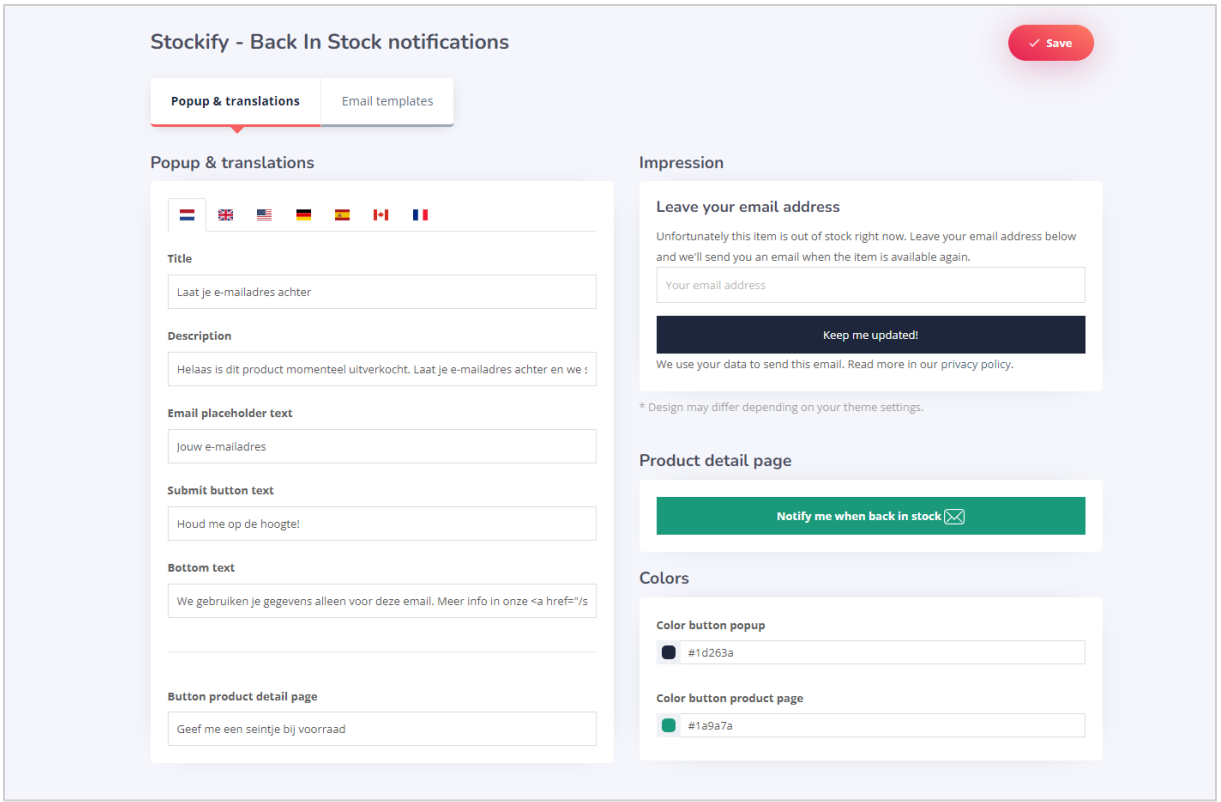
Theme Addons

STOCKIFY: BACK IN STOCK NOTIFICATIONS



Install the free Theme Addons app to enable the Stockify Back in Stock notifications. When a product is out of stock, your visitors can leave their email address and get a notification email as soon as the item gets back in stock again.

Have you installed the Theme Addons app? Then you can manage your popup and email template in the DyApps dashboard at https://my.dyapps.io/.

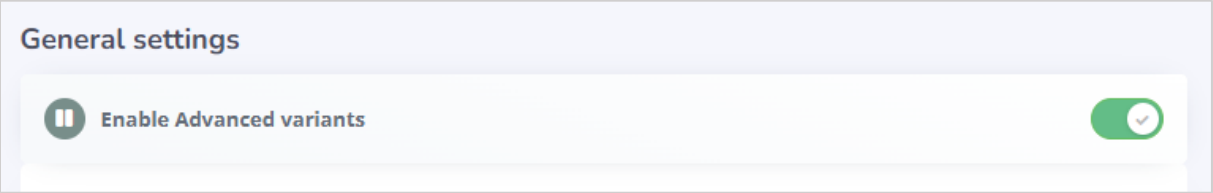


Theme Addons

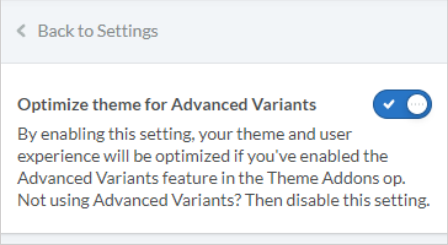
ADVANCED VARIANTS

With the Advanced Variants feature you'll be able to customize your variants in multiple ways. Like displaying them as blocks instead of a dropdown or as color swatches, cross out out-of-stock variants and live update the displayed product price when a customer changes an additional custom product field with an additional fee.

You can simply enable the Advanced Variants feature from the **app** settings.

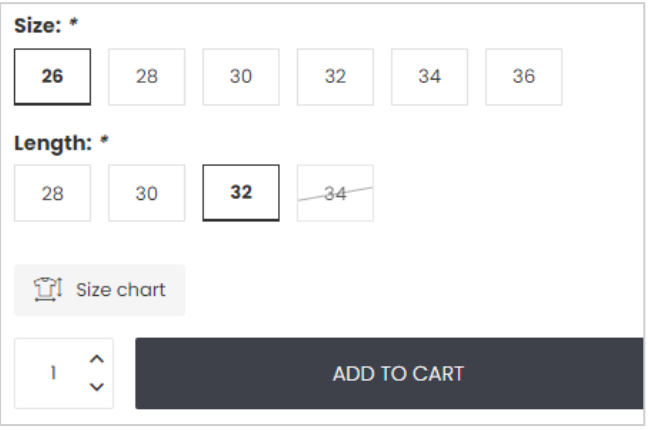


ENABLE THEME SETTING

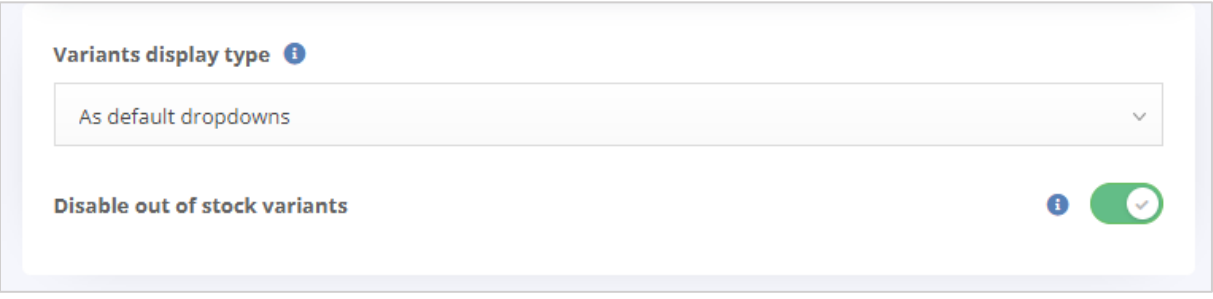


Tip: for an even better user experience we recommend enabling the theme setting **Optimize theme for Advanced Variants** under *Pages/Product details > DyApps Theme Addons*. Not using this feature? Then you can keep this theme setting disabled.

SHOW VARIANTS AS BLOCKS



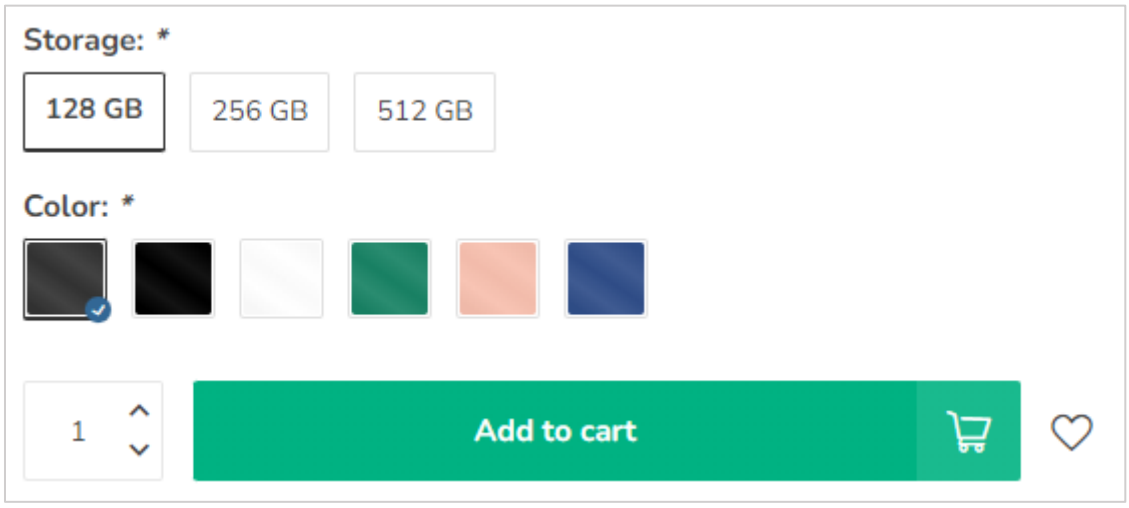
From the app you can configure if variants should be displayed as (default) dropdown menus or as variant blocks. It's also possible to cross out variants that are out of stock. This feature works with both plain variants as product matrices!



Theme Addons

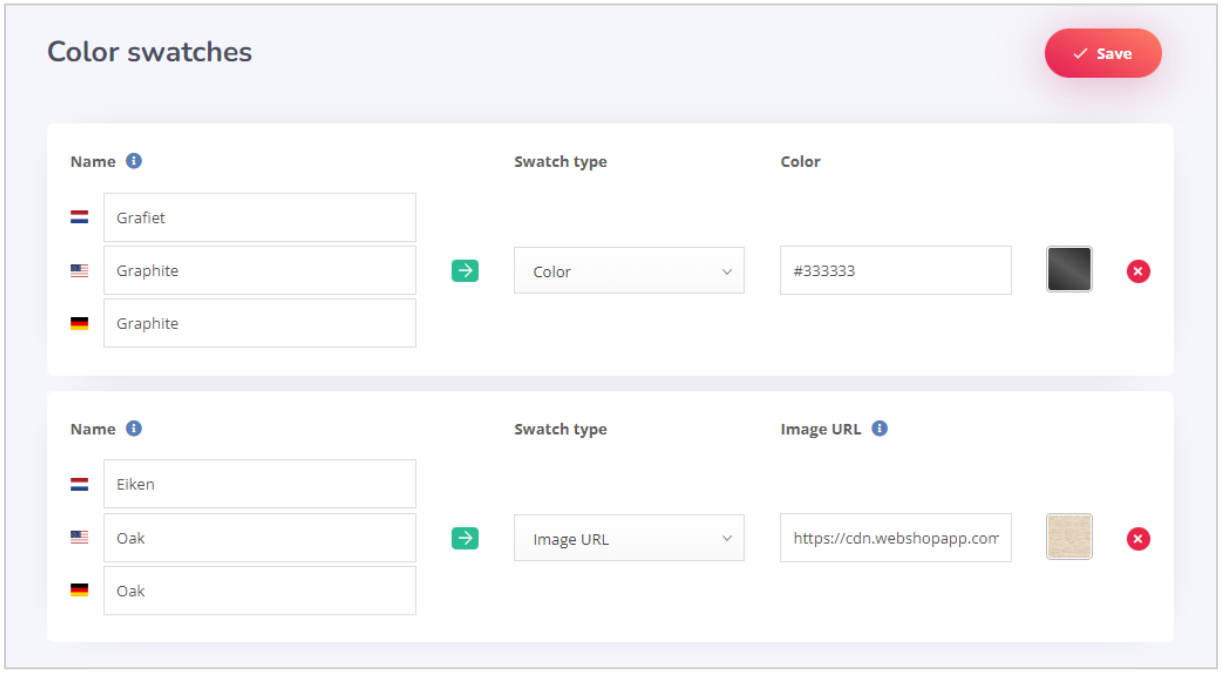
COLOR SWATCHES

Note: to use this color swatches you'll need to enable the advanced variants feature in Theme Addons.



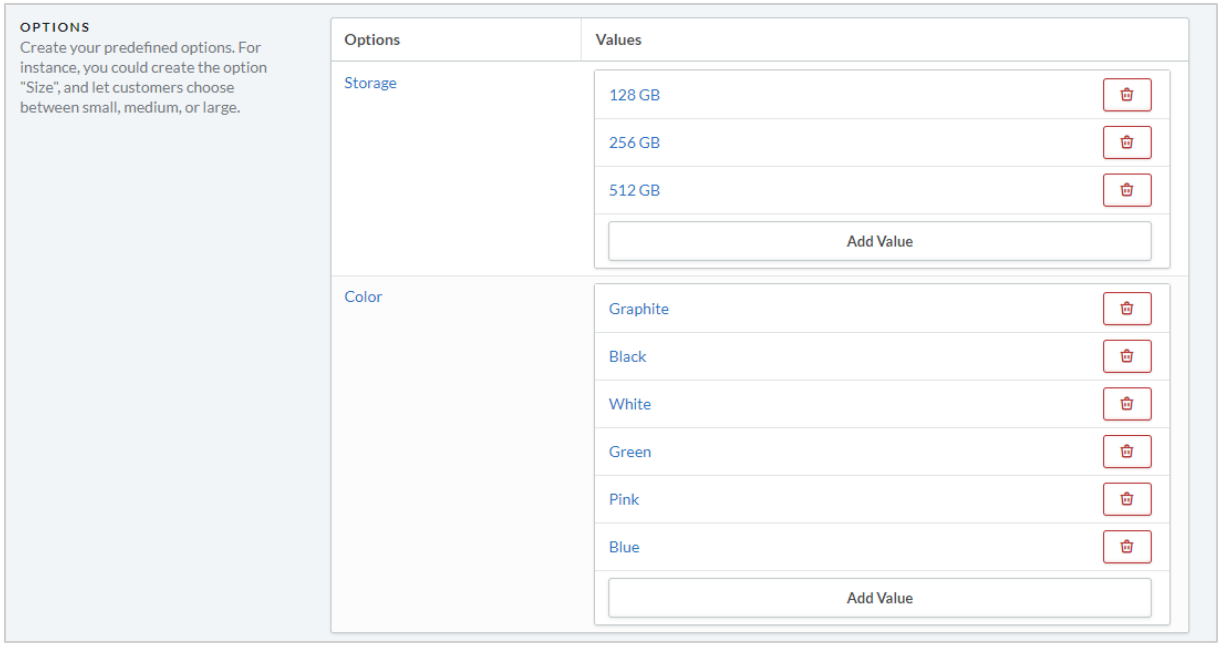
Install the free Theme Addons app to create and manage your color swatches. This feature is compatible with both plain variants as product matrices, as well as product filters and custom product fields. It's also possible

Have you installed the Theme Addons app? Then you can manage your color swatches in the DyApps dashboard at https://my.dyapps.io/.



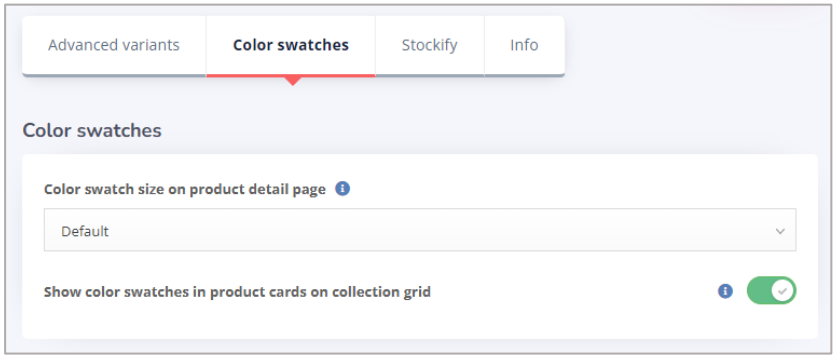
VARIANTS

To display variants as a color swatch, it's important to name your swatch exactly the same as you've named your variant or matrix option value. In the example below we're using a matrix with different colors like *Graphite*, *Black* and *Blue*.

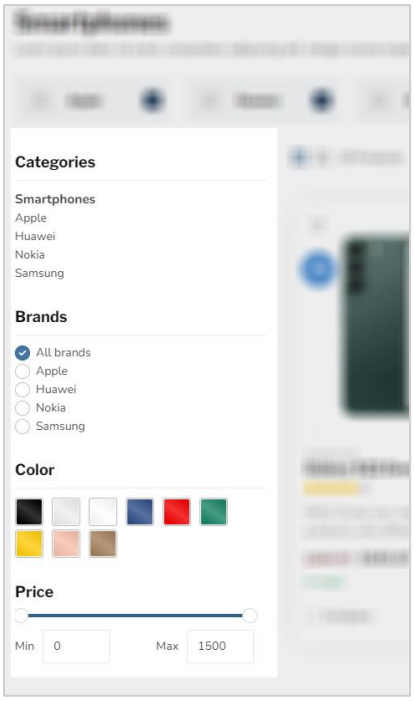


PRODUCT BLOCKS ON CATEGORY PAGES

To show color swatches in your product blocks (on category collection pages) as well, simply enable te feature in the app as well:

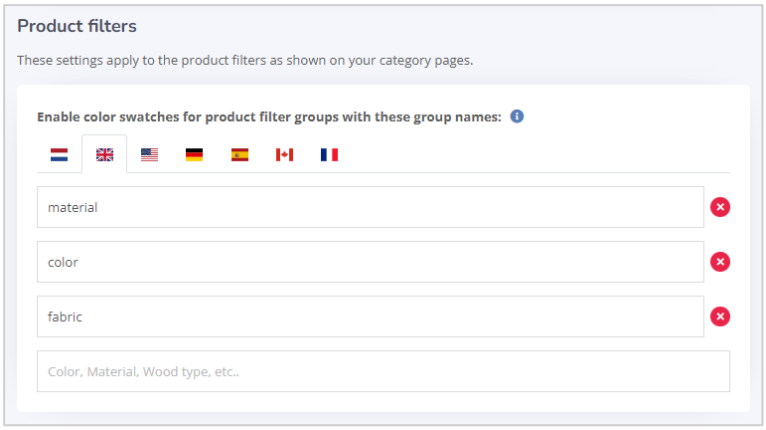


PRODUCT FILTERS

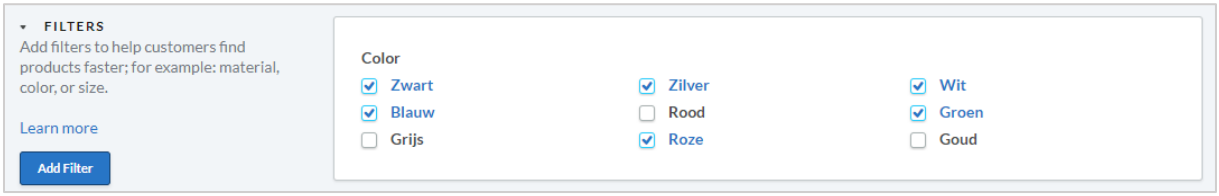


To display your product filters as color swatches, make sure to give your color swatches in the app, the exact same name as the your created product filter values.

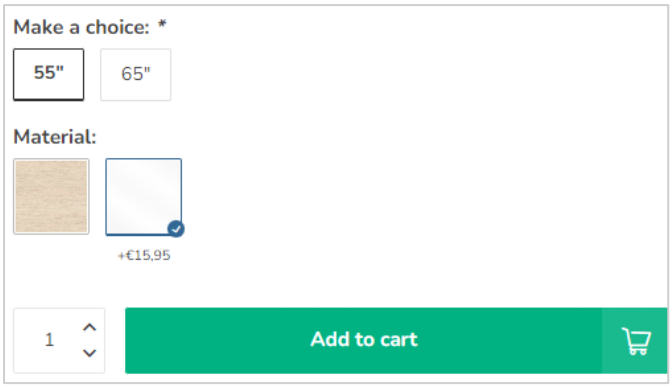
The only thing left to do after that, is telling the app to which product filter groups it should apply your swatches. For example *Color* or *Material*. Same goes here: the filter group name should match the name in your eCom backoffice. Now your filters will be shown as color swatches automatically.



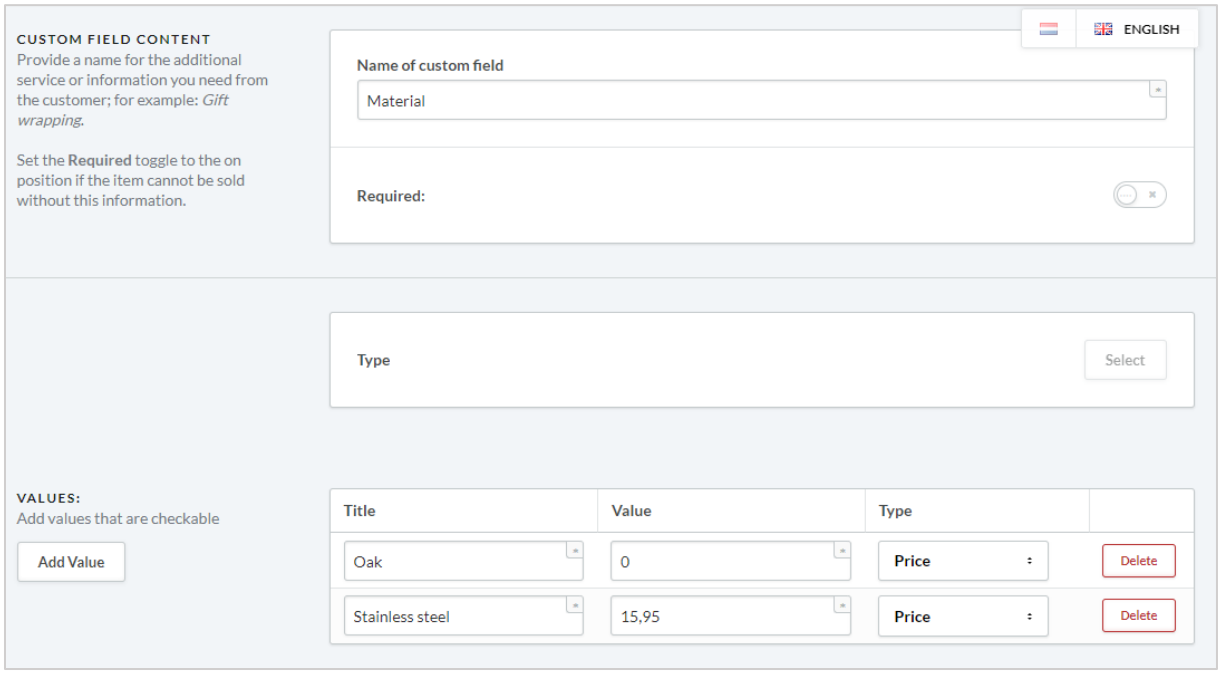
You can keep on applying filters to products in your eCom backoffice just as you're used to.

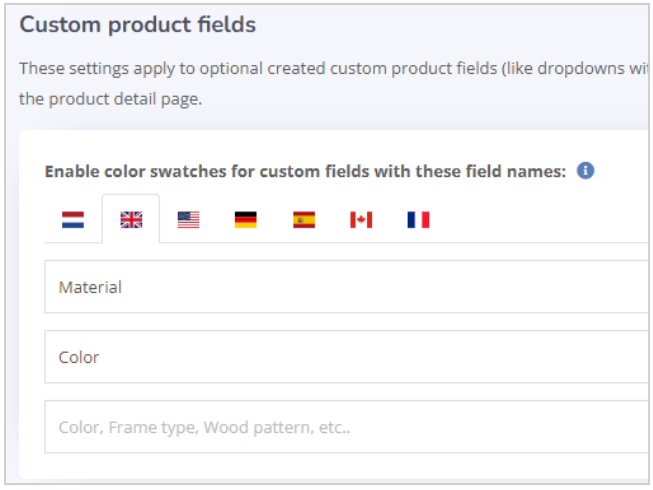


CUSTOM FIELDS



When you've created custom products field for your product as well, you can instruct the Theme Addons app to show your custom fields as swatches as well. You can create your custom fields in eCom as usual. Color swatches only apply to custom fields of the *Select* type (dropdown).





Just as with the color swatches for product filters, you'll have to:

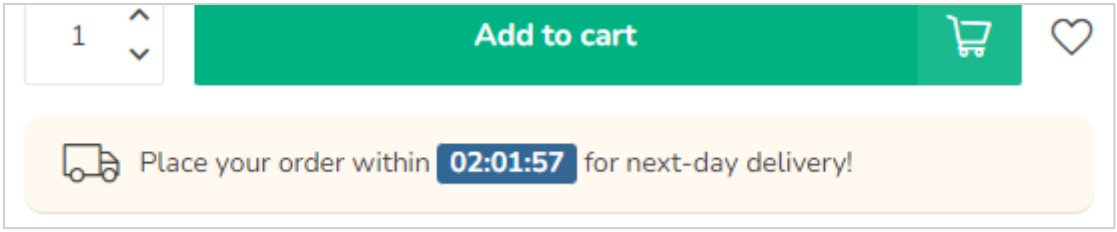
1. Make sure the titles of your values have the exact same name as the color swatch created in the app.

2. Configure the app so it knows it should apply the swatches to your specified custom fields, having the exact same name as the name of your created custom field. In this example we're applying swatches to the custom field named *Material* and *Color*.

DELIVERY TIMEFRAME TIMER

Theme Addons

Pages/Product details > Delivery Countdown Timer

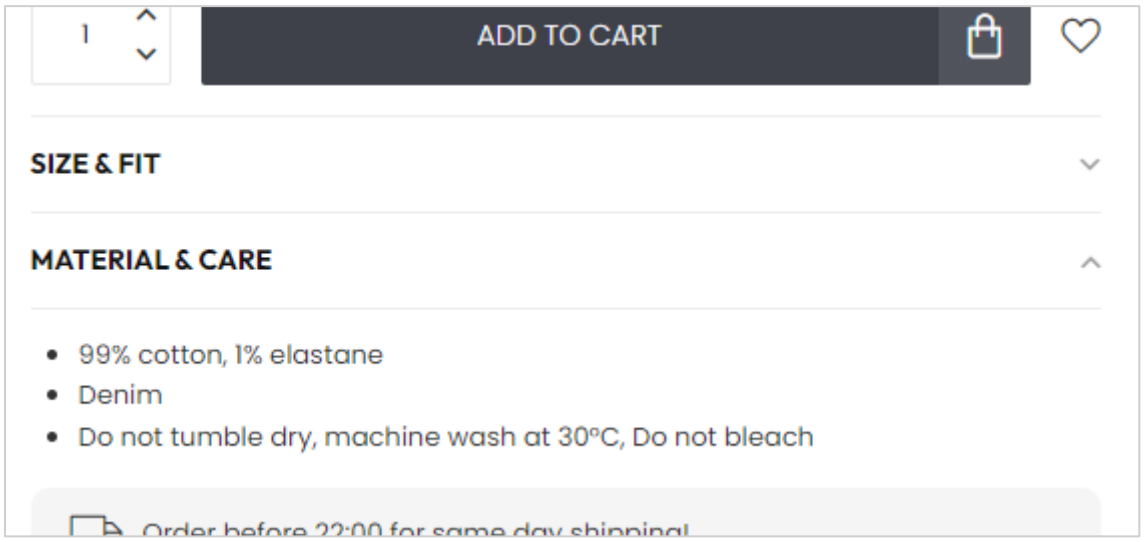


You can specify a timeframe for each day, for when your specific custom delivery text will be shown, and also show a countdown timer that runs until your time specified. Example custom delivery timeframe text: **Order within $1 for same day shipping!**

The *variable* **$1** will be replaced with the countdown timer.

In this section you can also specify what should happen when the timeframe has “expired”. For example: you can hide the delivery timeframe text or show the default delivery timeframe text as specified for your products.

CUSTOM PRODUCT DETAILS



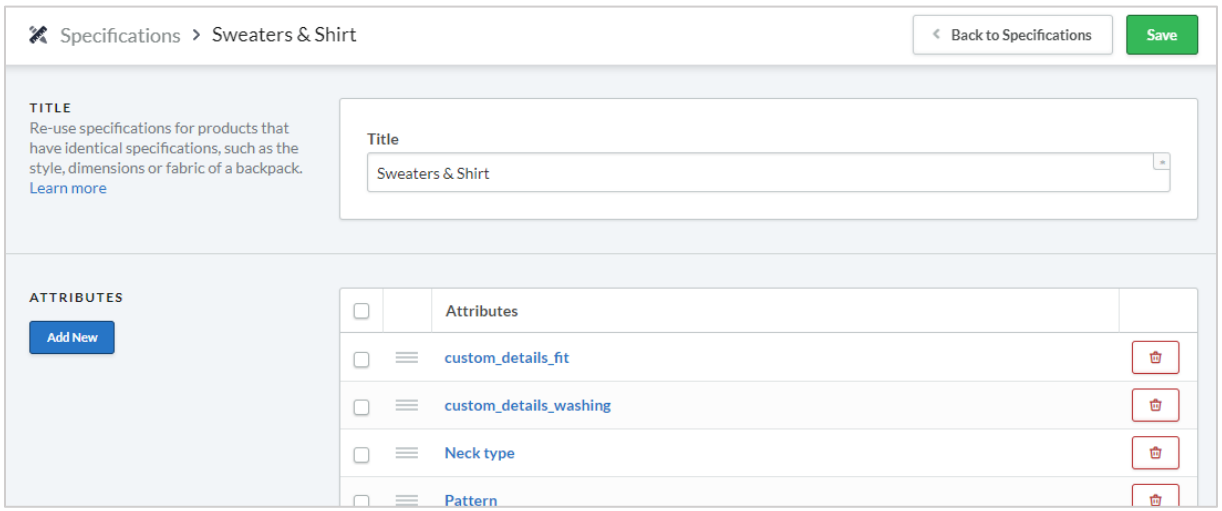
In addition to the default product content which you can enter in the **CONTENT** field, it's also possible to show more separate product details in additional sections/columns. For example for more information about size & fit, what's in the box, or material & care. To configure this, you'll use Lightspeed' product specifications feature and simply add a new attribute.

Step 1

Create a new specification set if needed or edit an already created one, under **Backoffice > Products > Specifications**. For example *Sweaters & Shirts*.

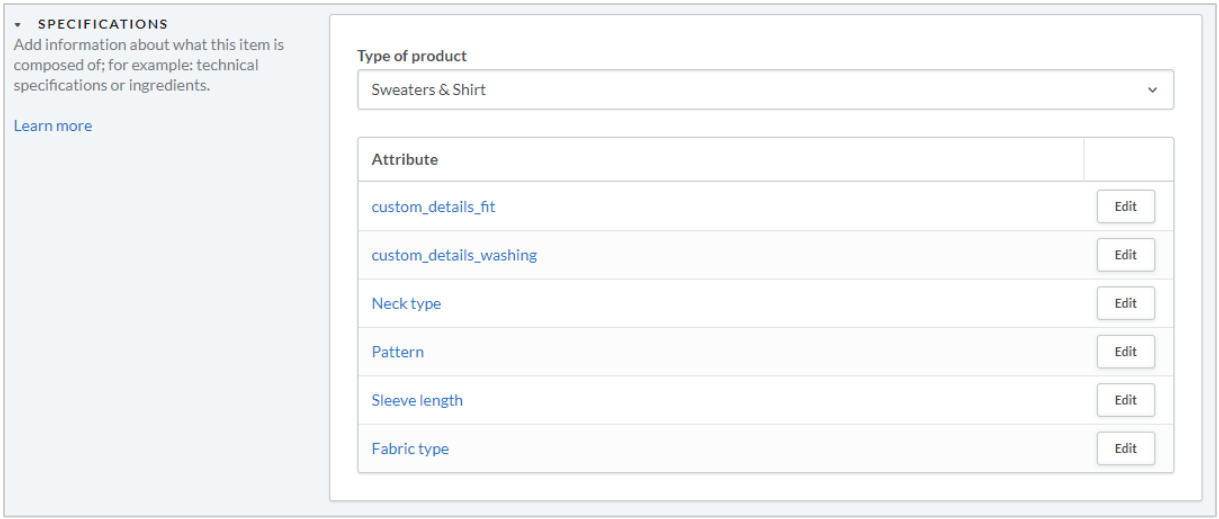
Step 2

Add a new attribute. The name of this attribute should start with **custom_details_** followed by a name for your own reference. For example **custom_details_size** or **custom_details_package**. You can add multiple custom_details_ to the same specification set if needed. For example the size & fit and material & care.

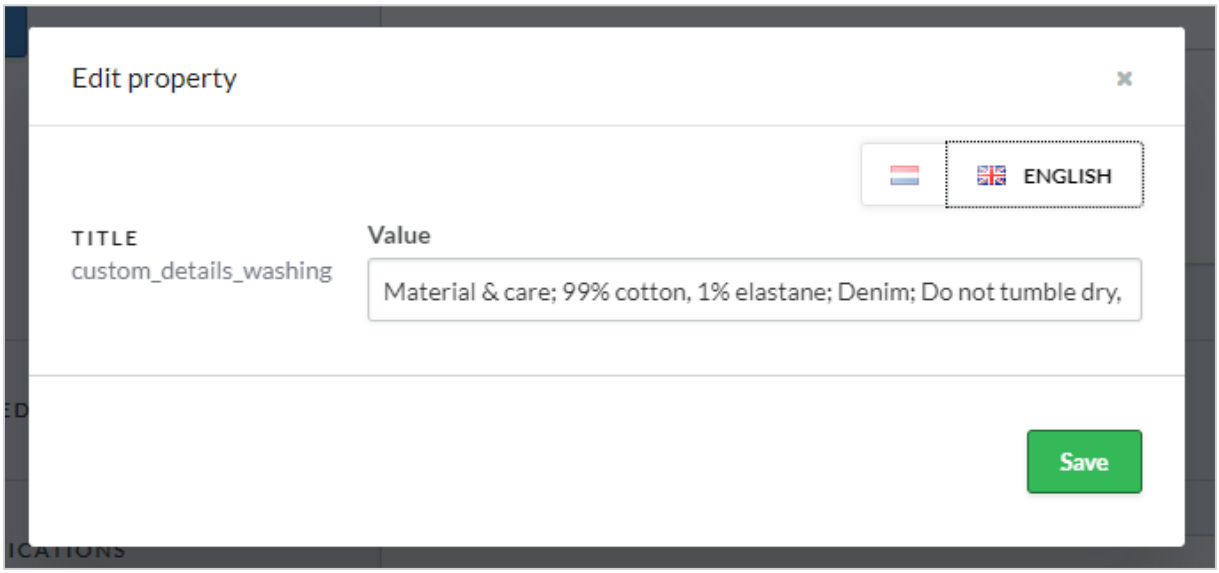


Step 3

Navigate to the product in your backoffice. If you haven't specified any specification set, do this first.

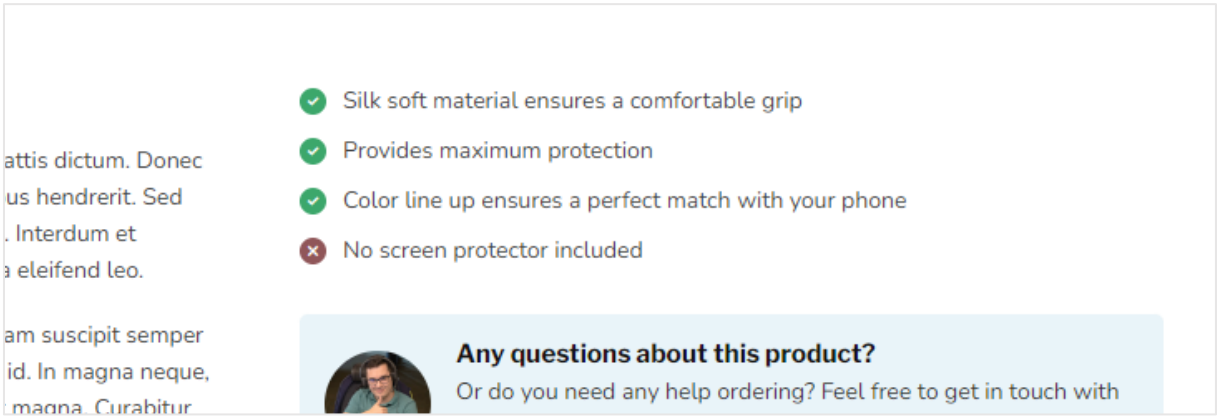


From here you can edit the custom_details attribute and enter your details. The different items can be separated with a semicolon ;. The first item will be used for the heading title/column name on the product detail page.

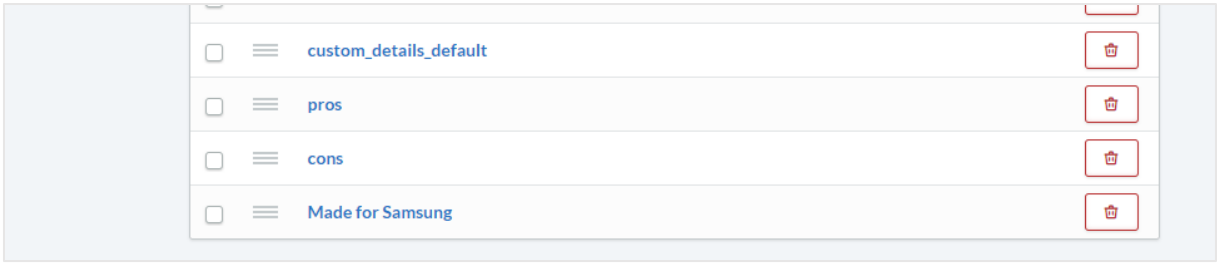


Specification attributes starting with custom_details_ of course won't be shown in the actual specification list and are only used for this specific feature.

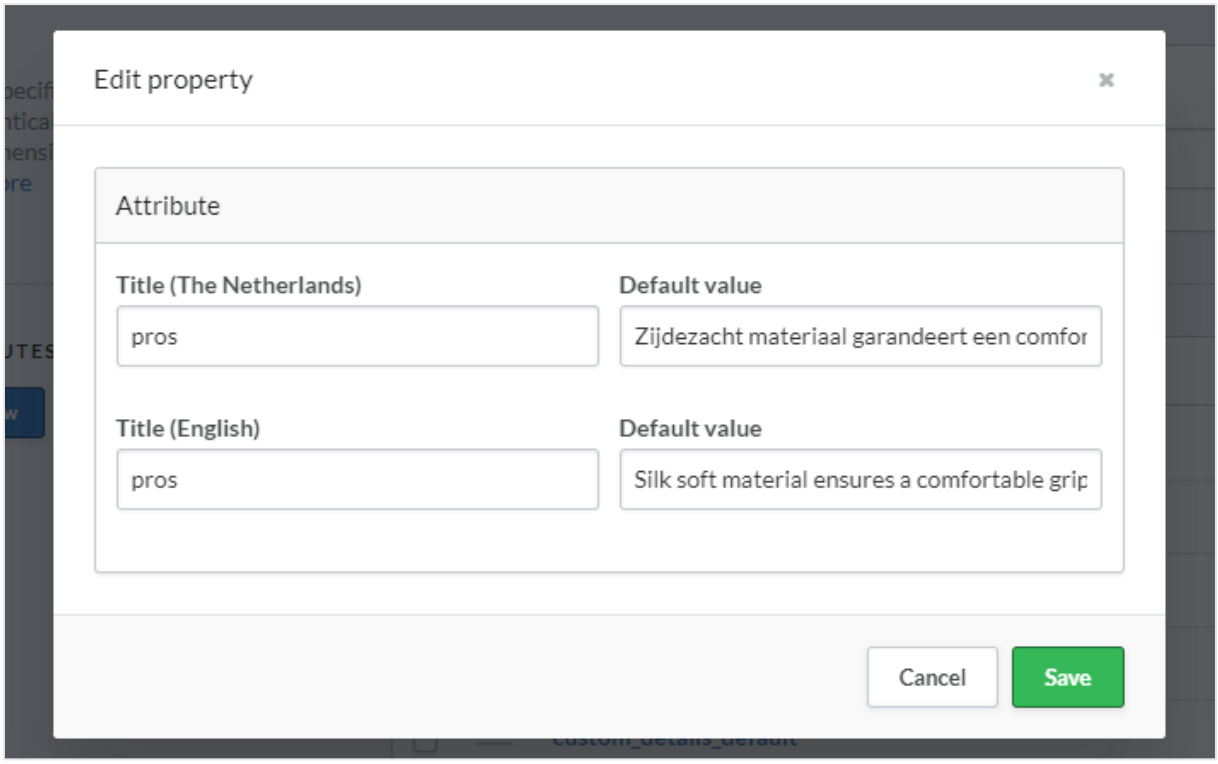
A PRODUCT'S PROS AND CONS



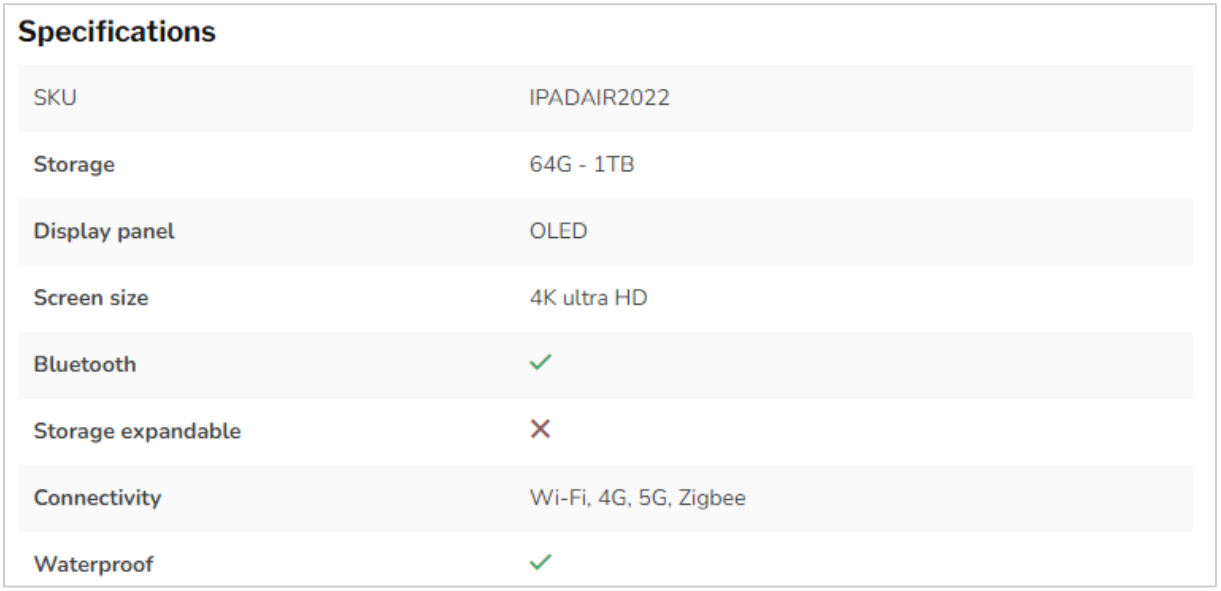
Just as in the previous chapter, you'll also use the product specifications for the pros and cons feature. To add pros, simply add an attribute to your specification set named **pros**. To add cons, create an attribute with the name **cons**. More information on setting up specifications can be found in the previous chapter.



To seperate the different pros or cons, you can again use a semicolon.

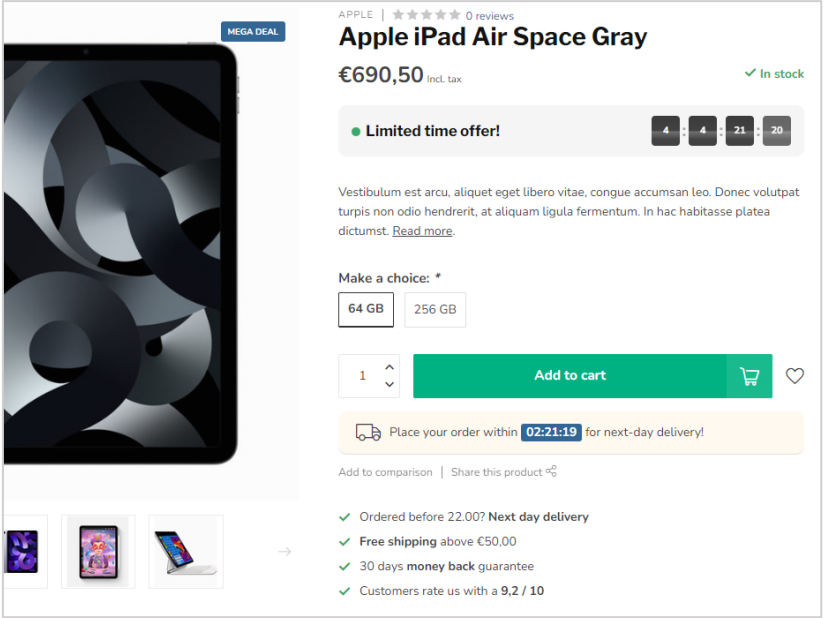


SPECIFICATIONS WITH A CHECKMARK OR CROSS



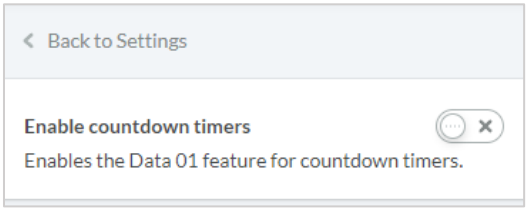
To display a green checkmark or red cross as a specification value, simply enter **Y** as your attribute value for a green checkmark, or **X** for a red cross.

COUNTDOWN TIMERS



To enable a timer deal for your product, use the Data 01 feature **timer:** followed by a date notation in the following (example) format: **01 Jan 2024 17:30:00**.

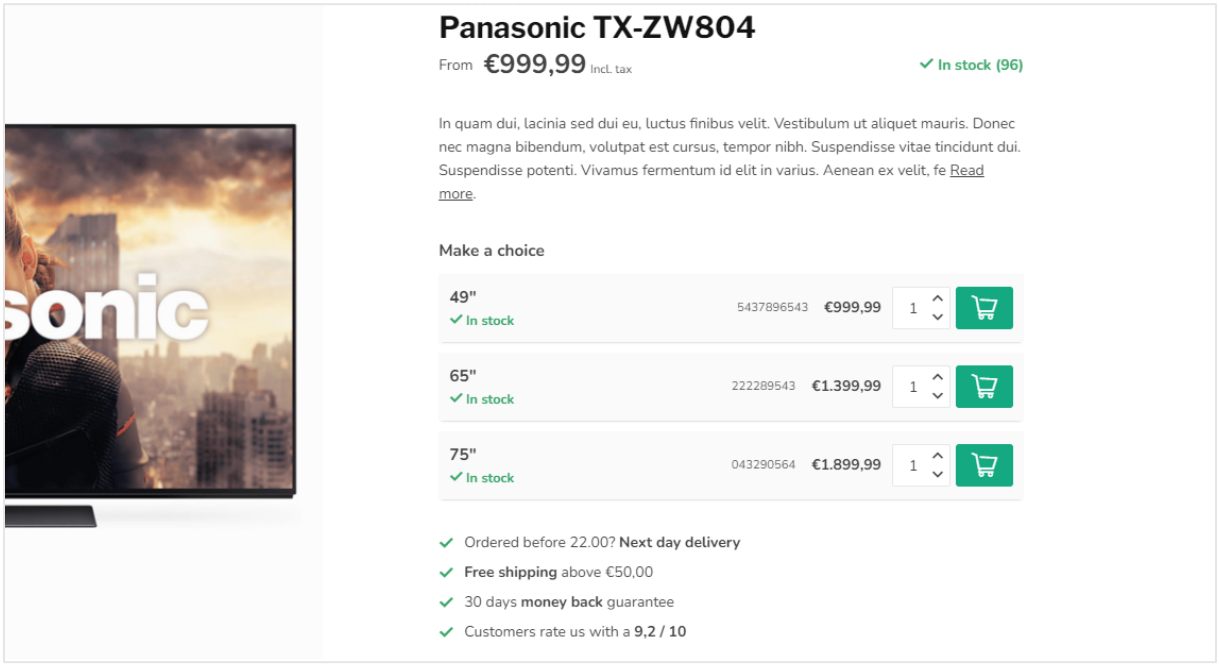
Possible month names: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov en Dec.



Note: Before you can use the countdown timer feature, make sure to enable this feature in your theme settings as well, under *Pages/Product details > Countdown Timer Deals*.

Theme Addons

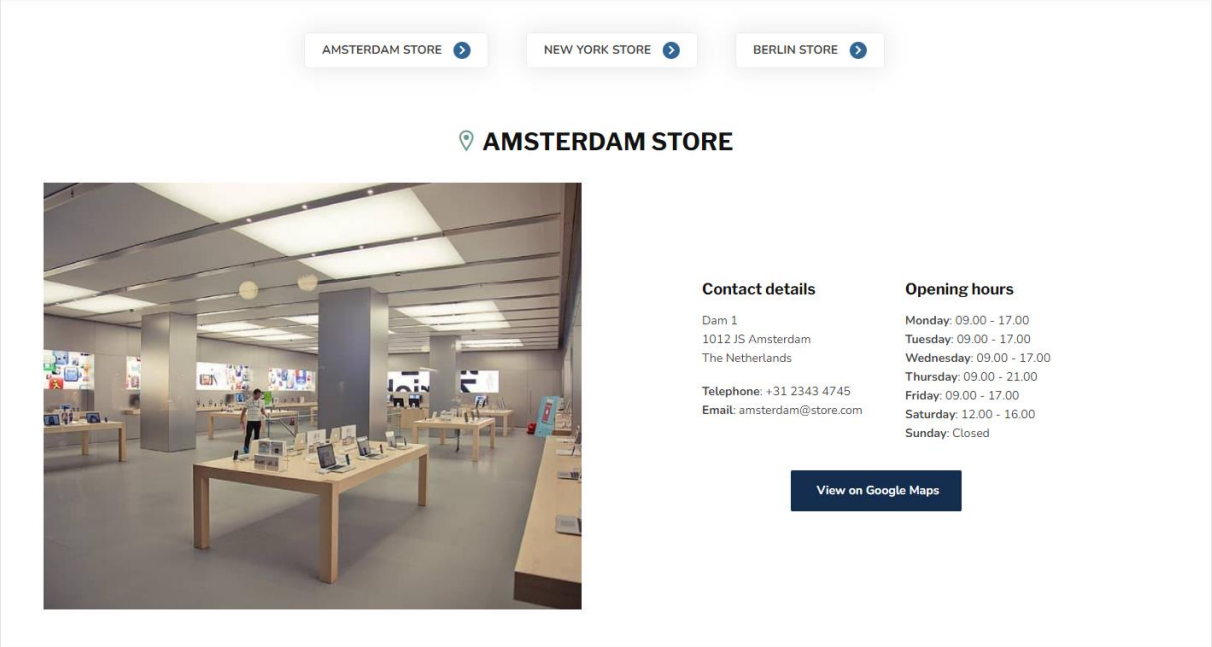
BULK VARIANTS (B2B)



To view all variants in a glance, you can use the *Bulk variants* feature. You can enable this feature from your theme settings under **Pages/Product details > B2B Features**.

If you want to enable this feature for specific products only, you can use the Data 01 feature *bulk_variants: true*. Example: **bulk_variants: true**.

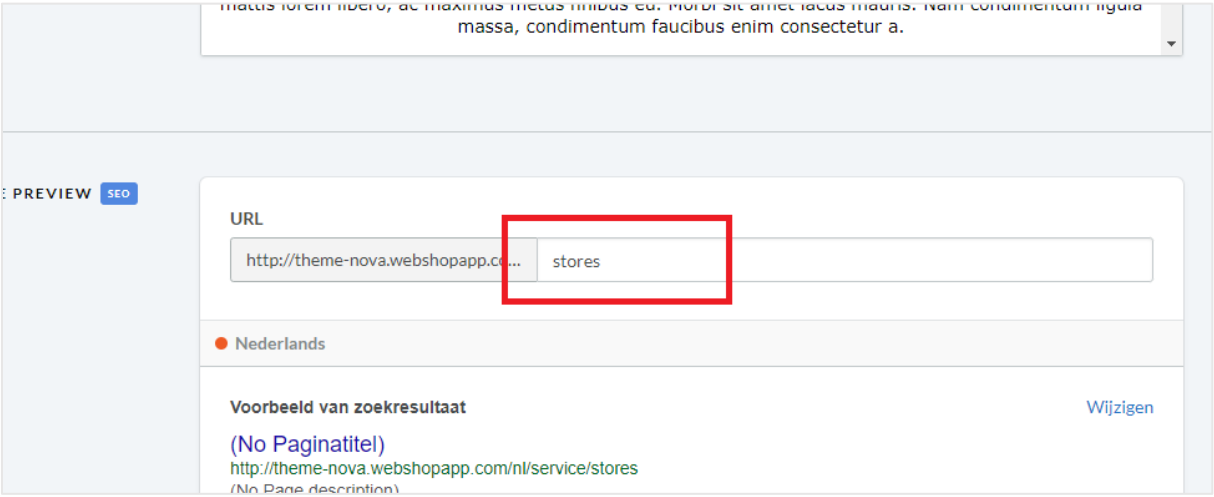
STORE LOCATOR / OUR STORES



Tip: create a custom translation for “Our stores” to change this to “Our store” if you only have one store location.

Step 1: create the text page

The first step is creating a new text page under **Backoffice > Content > Text pages**. You can give it any name you like, but make sure that on the bottom of the page, the URL value is set to **stores**. If you don’t set this value to the word stores, Nova doesn’t know when to load the page.



Step 2: enter store details

Under **General/Advanced > OUR STORES** you can set up all store details. We’ll explain more on the forthcoming pages.

SETTINGS PER STORE

Image

Here you can set an impression image of your store's location. We advise a vertical image size of 840x1040 pixels. Please keep in mind that this image is for a global impression, and depending on the screen size, image details may be cropped.

Please note: when using a Google Maps embed location, this image is overwritten by the map.

Name or location

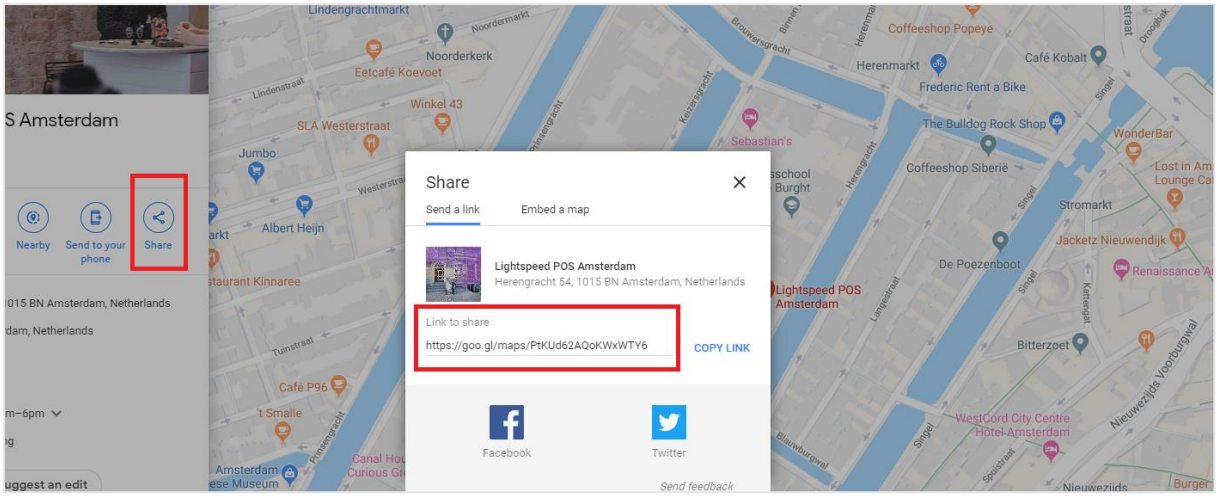
This is the name of the store location, and could also be the name of the city it's located.

Address

Here you can set the store address. **This field supports HTML code**. To enter a new line in this value, you can enter the html code *
*. For example: *Address Line 1
My second line*. Please note: remove possible spaces around the <br> tag for the best result.

Google Maps URL

Enter your Maps url in this setting to enable the button where customers can click on to link to your Google Maps Address. You can simply copy/paste this url from Maps when you click the share button:



Google Maps Embed Iframe

Entering a value will show a button for this location, that opens up a new Google Maps window set to the store's location URL. You can easily copy/paste this URL from Google Maps when you click the share button in Maps.

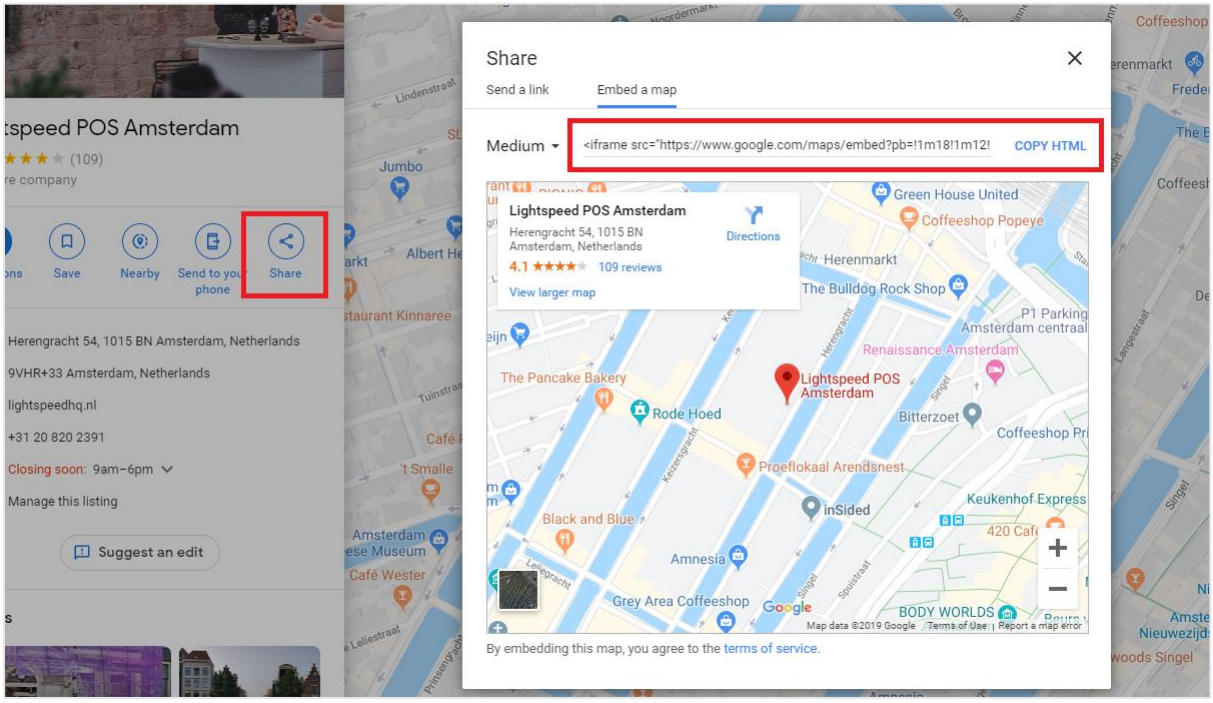
GOOGLE MAPS EMBED IFRAME

Usually you would easily copy/paste the full HTML embed code generated by Google Maps into the settings field. Unfortunately Lightspeed eCom has a character limit on the design setting fields, which results in cut-off and incorrect HTML code. Therefore a workaround is needed to make sure the full code can be copy/pasted.

Fortunately the translation feature in Lightspeed doesn't have this character limit. This way we can use the custom translations as a workaround to enter the full HTML code.

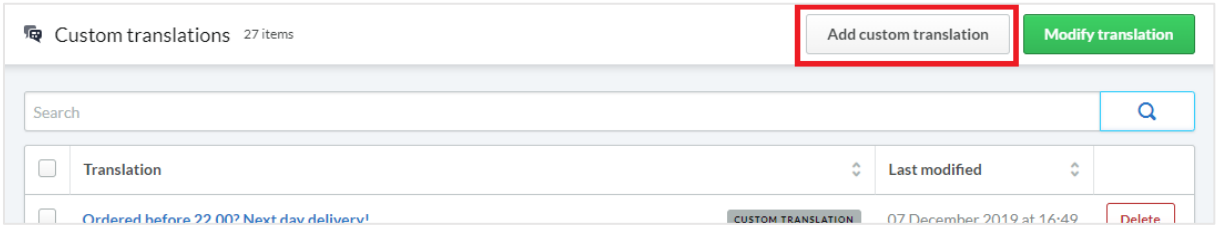
Step 1: Copy embed code.

When clicking the share button on Google Maps, you'll see a **embed a map** tab next to the *send a link* tab. After clicking on this tab, you can copy the <iframe> HTML code by clicking on the COPY HTML button.



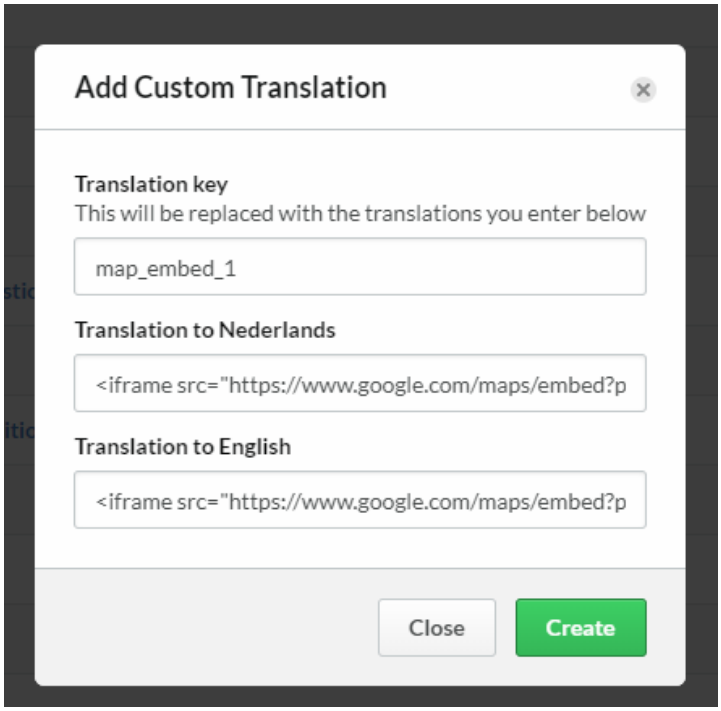
The copied piece of code should look like *<iframe src="https://...."></iframe>*.

Step 2: create a custom translation



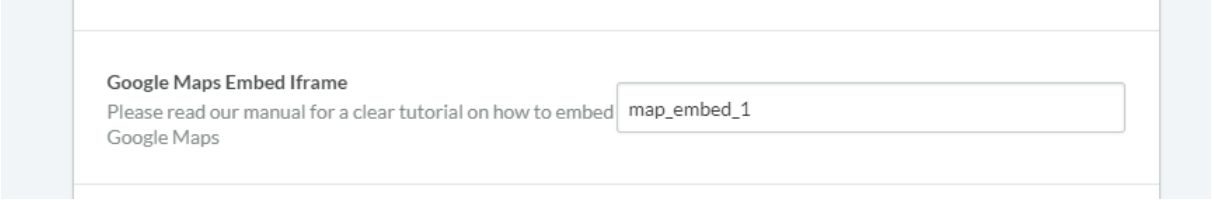
Under **Backoffice > Content > Translations** click the button *Add custom translation*. For the *translation key* enter **map_embed_1**. Later on, for other store locations, you can use *map_embed_2* or *map_embed_3*.

Next, enter the iframe HTML code snippet from step 1 for all languages and click the **create** button.



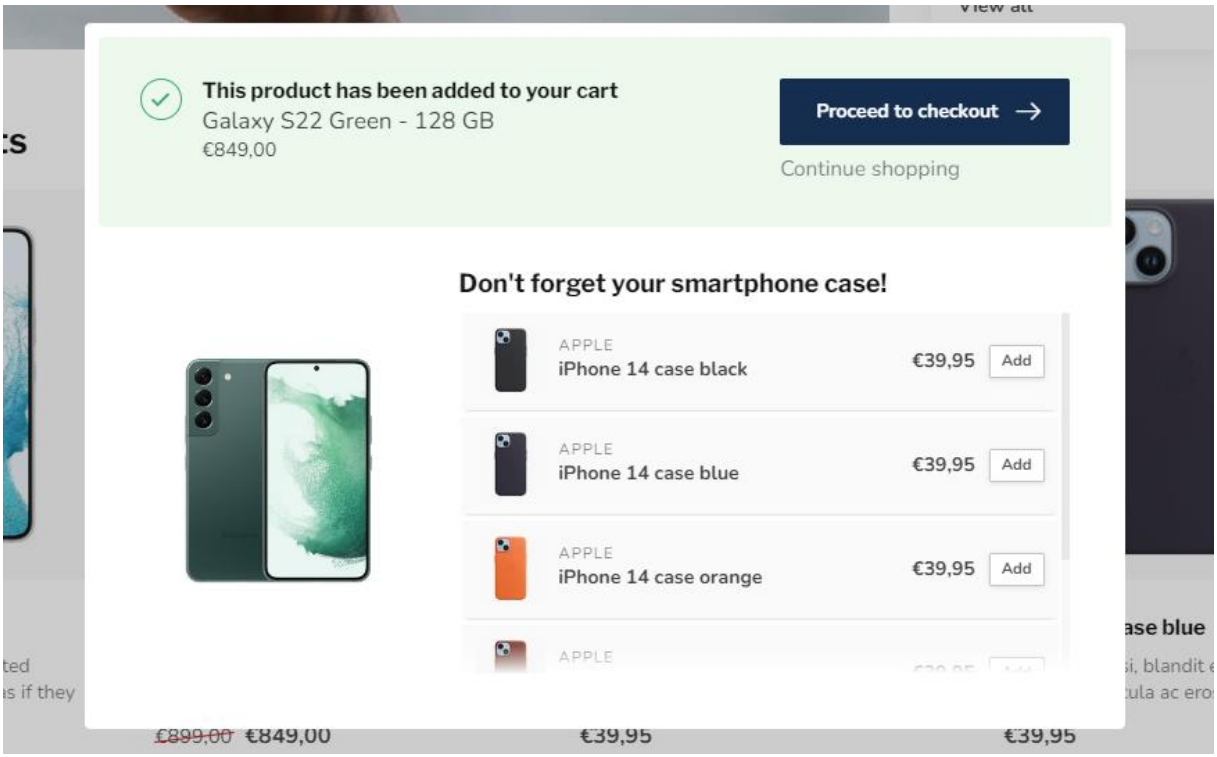
Step 3: enter the translation key into the setting Google Maps Embed Iframe

Now, when you go back to the theme setting *Google Maps Embed Iframe*, you can enter the translation key you've just created. For example *map_embed_1*.

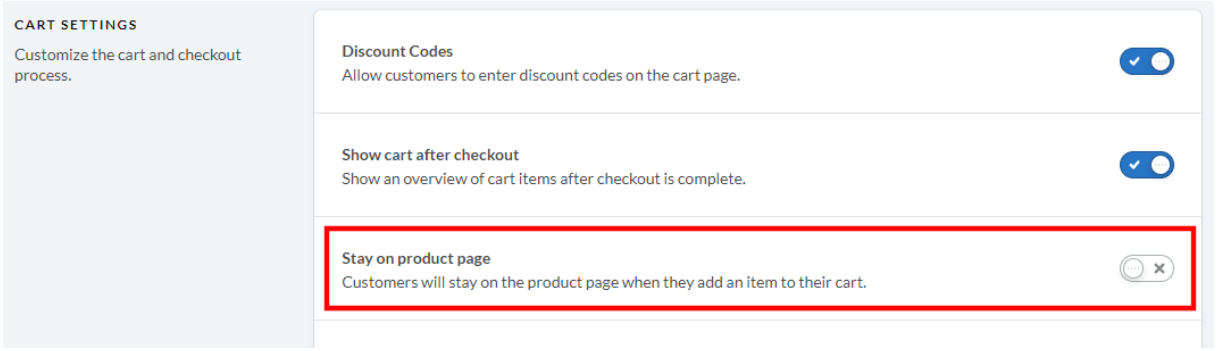


The theme now 'translates' this translation key automatically to your Google Maps frame!

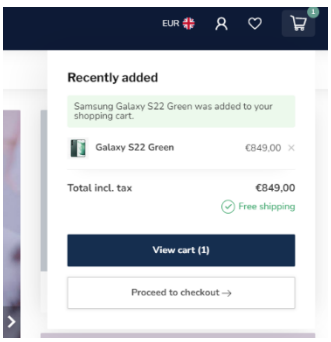
ADD TO CART POPUP



To display the popup after adding a product to the shopping cart, it is important that under Backoffice > Checkout > Configuration, the Stay on product page setting is disabled..



If you do enable this option, Proxima will not be able to detect which upsell products are available. Instead of the add to cart popup, it simply opens the cart dropdown in the header.



Header

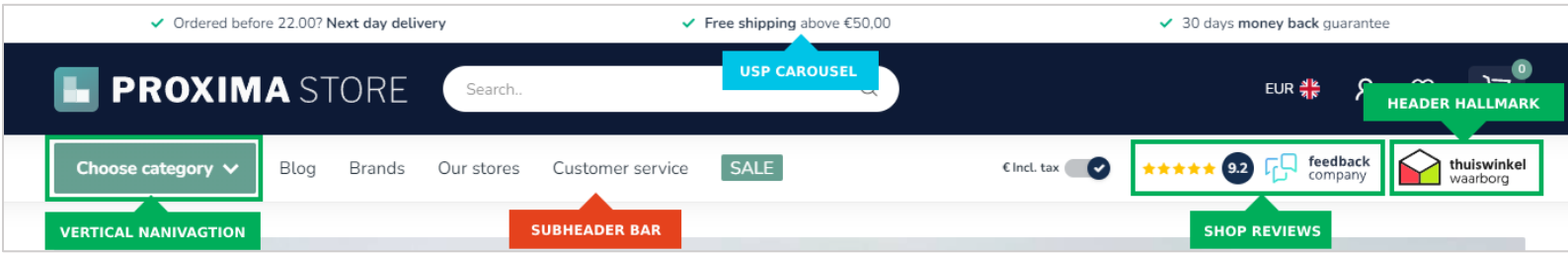
HEADER BAR

Edit Theme > General/Header

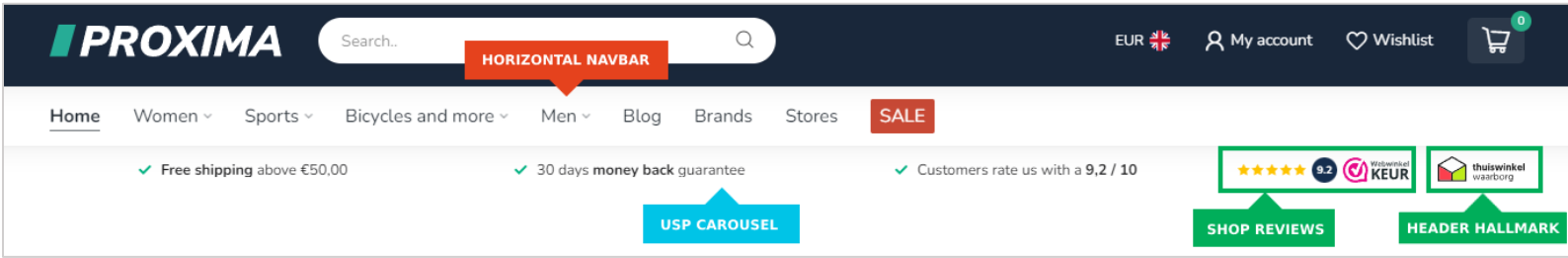
The header can be configured in multiple different ways: with the USP carousel above or below the header, with or without shop reviews or a hallmark, or with a horizontal menubar or vertical fly-out menu.

Important: the shop reviews rating score can be configured under *General/Advanced > SHOP REVIEW RATING.*

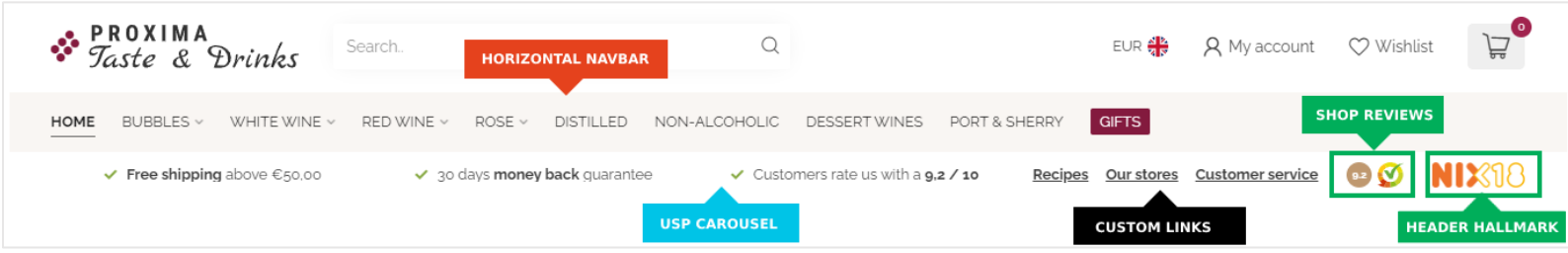
Example A:



Example B:



Example C:



LOGO

Our theme is really smart, so you can choose a logo size yourself as well. We do recommend to not make it higher than 70 pixels, or wider than 400 pixels.

LOGO IMAGE URL

Lightspeed's theme editor doesn't allow uploading .svg files right now. If you prefer to use a custom image format, you can upload your logo file first under **Backoffice > Tools > Files**. The url can then be used in this theme setting.

Remember to generate your svg logo in a fixed format, the web browser otherwise won't know in which size to show your logo.

Note: Dyvelopment cannot provide support on generating or configuring your logo.

USP CAROUSEL

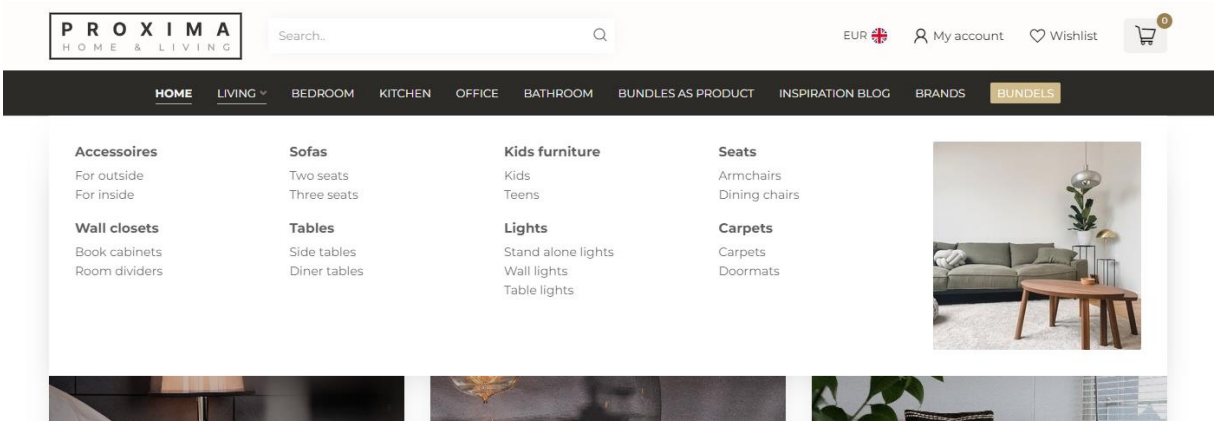
Here (and on the product detail page) you can show a few of your store's Unique Selling Points. Like fast shipping, great customer service, or the high quality of your products. USP's are shown to improve customer trust and therefore also resulting in more sales.

The USP's can be entered under **General/Visual > SHOP USP's**.

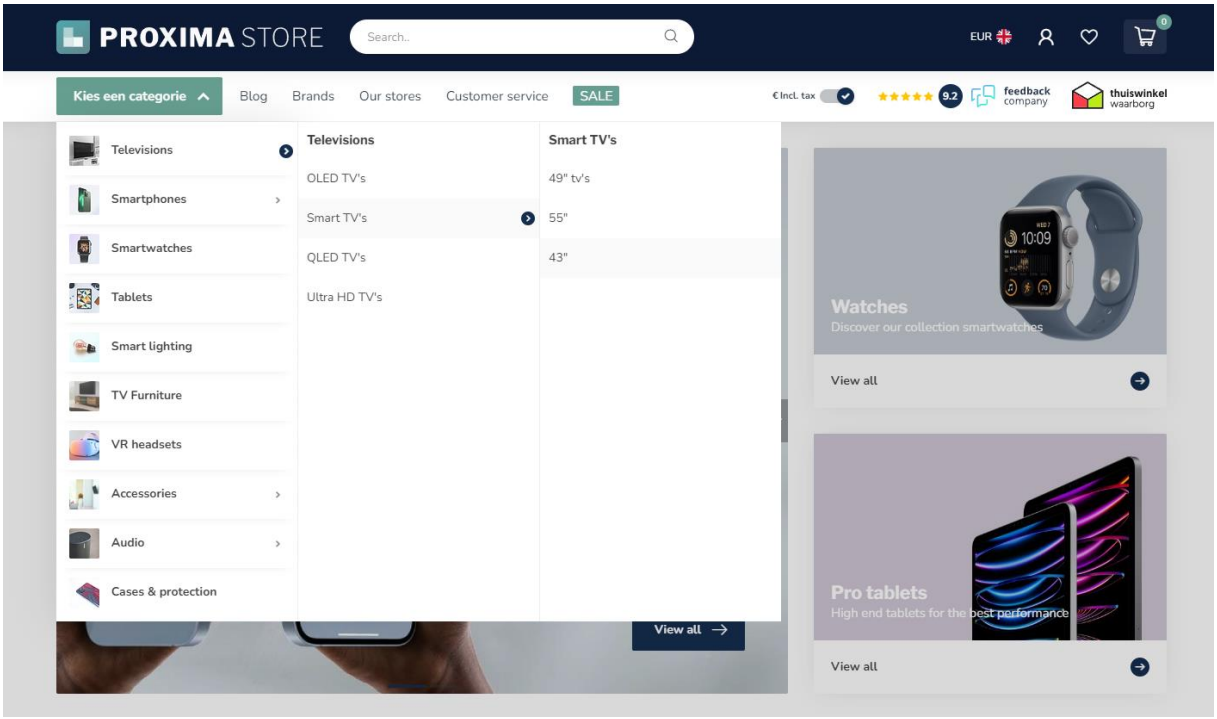
MENU EN NAVIGATION

You can pick one of two menu styles: a horizontal menubar or a vertical fly-out menu.

HORIZONTAL NAVBAR

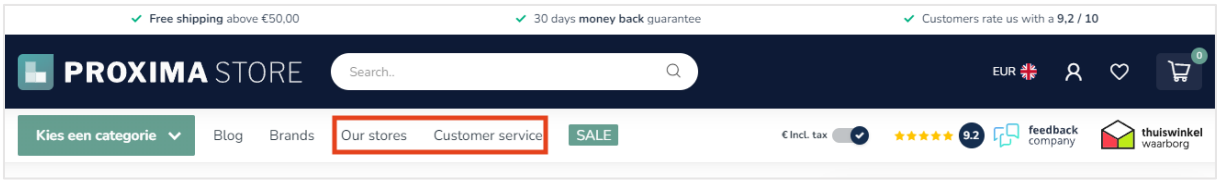


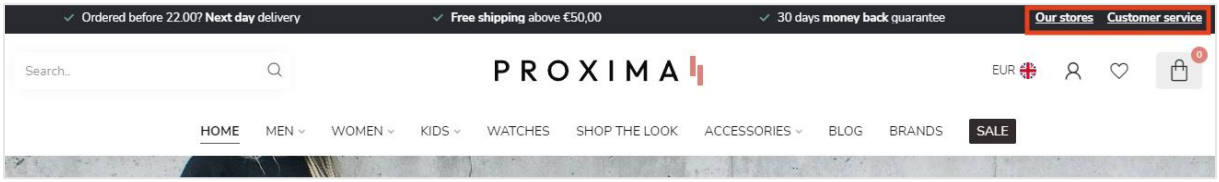
VERTICAL NAVBAR



The vertical navbar can also be configured as a mega menu as well, instead of a multi level mouseover, to show all categories in one overview.

CUSTOM NAVIGATION LINKS



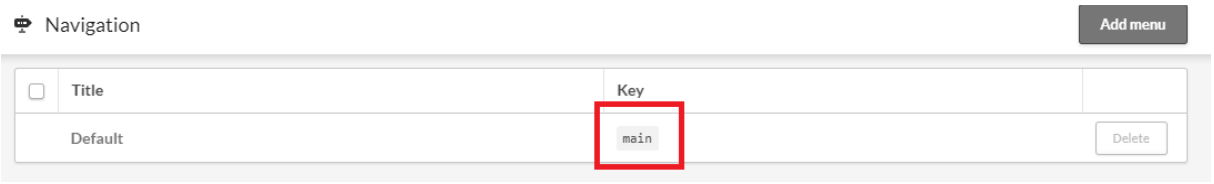


In this theme you can add extra navigation links in the header. When enabling the vertical fly out navigation, these will be shown in the sub header on the right side of the categories button. When enabling the horizontal menu bar, the links are simply added as extra navigation items next to your shop categories.

Important! To make your custom links visible, make sure to enable the design setting **Show custom links** under *General/Header > NAVIGATION*.

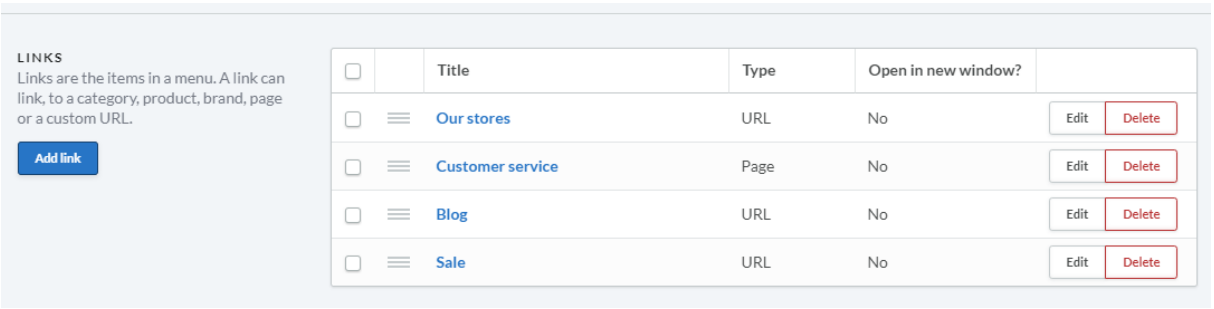
Step 1

To add your custom links, go to **Backoffice > Design > Navigation**. Here you can click on the default (main) navigation to edit it. Note: they *key* always has to be called **main**.



Step 2

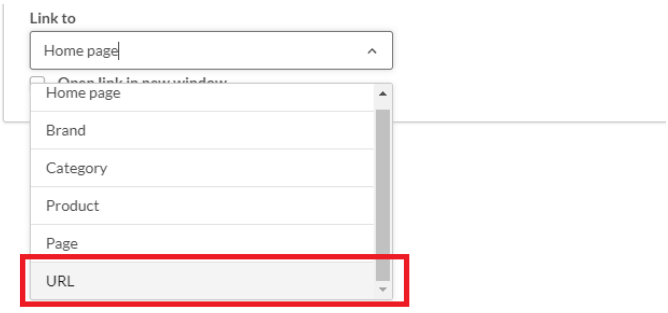
Click **add link**:



Now you can add a custom link for every enabled shop language.

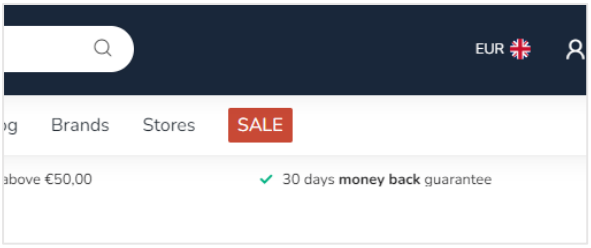
Tip:

To link to your own custom text page (e.g. your *Our Stores* page) it's best to choose the type **URL**. This gives you an easy way to copy/paste the URL from your browser's address bar into the custom URL field.



PROMO BUTTON MENU-ITEM

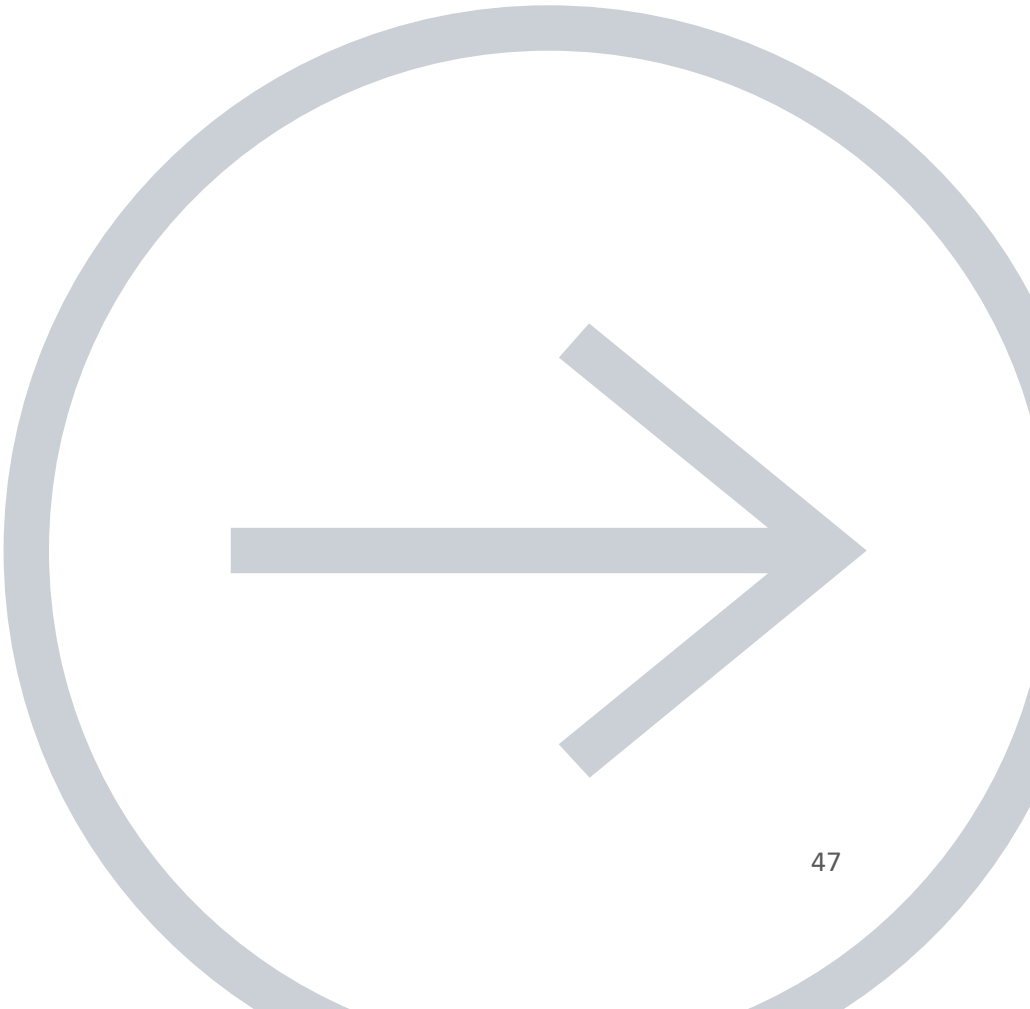
Edit theme > General/Header > NAVIGATION



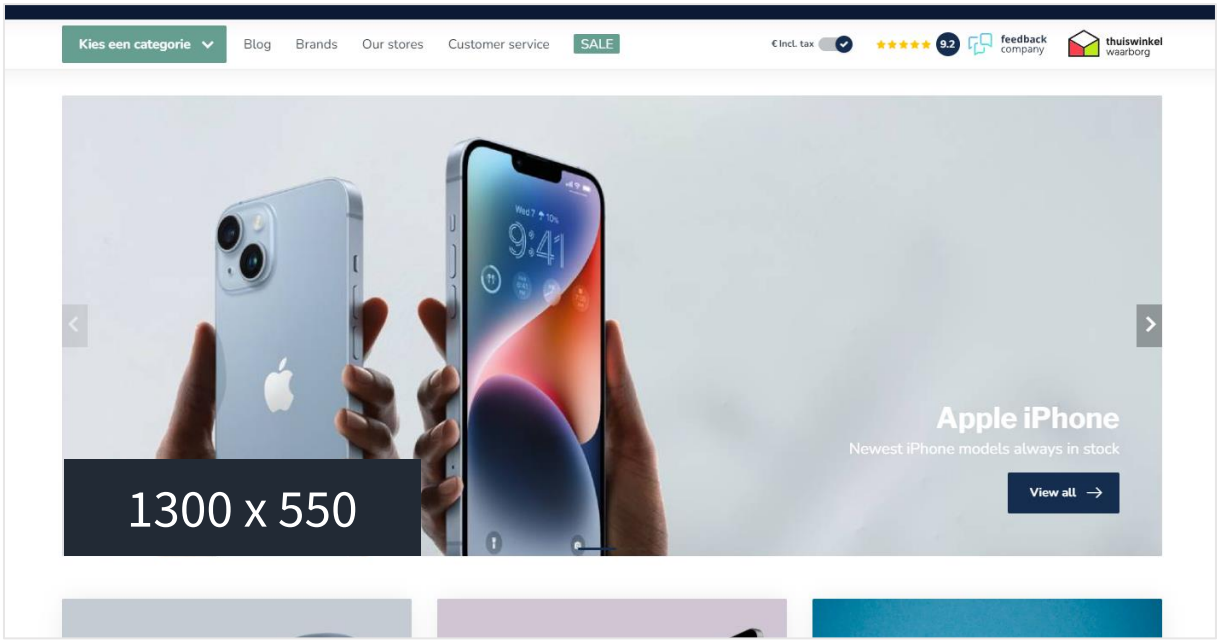
To add an additional highlighted menu item to your navigation bar, you can enable the Promo Button setting. You can configure your own custom color and url for this button. Make sure to only enter the URL path (e.g. /women/jeans) and not the full webpage URL.

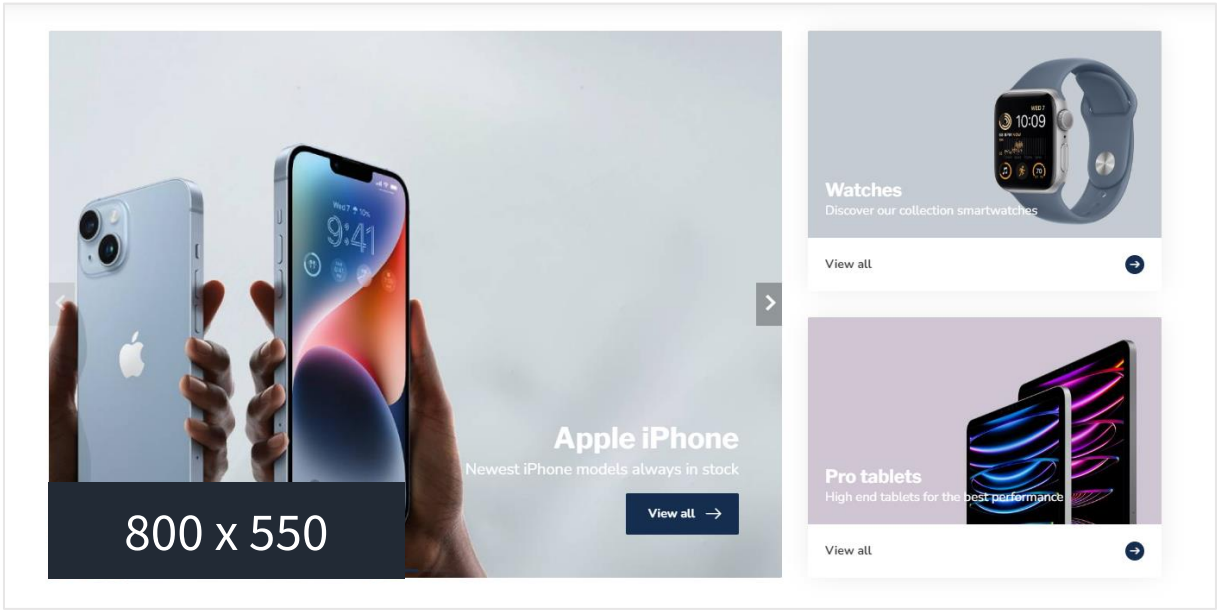
Homepage

Note: in rare cases changing a section module from your theme settings in your eCom backoffice, may not seem to have any effect due to a small known bug in Lightspeed. Refreshing the web page in your backoffice (CTRL+F5) will fix the issue.



[MODULE] - SLIDER CAROUSEL





SLIDER TYPE

We advise to set the slider images as a background image so you can enter your own text with the other settings. If you want to embed your own text In the images you can set the slider type to “only images without custom text”. Then the images will shrink according to the screen size.

The setting “Only images without custom text” does not work when you enable the slider *Side block module*.

SLIDER IMAGE

Here you can set the image for the slider carousel. *Please note: It's not possible to set a different image per language by default*.

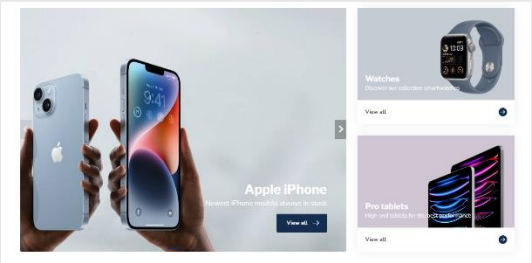
Hence we advise you to use the slider type **Background images with custom text** if you want text in your slider have multiple languages enabled.

Dimensions used in demo stores:

- Default: 1300 x 550
- Full width banner: 1900 x 700
- With side block module: 800 x 550

SIDE BLOCK MODULE

It's also possible to show a second section on the right hand side of your slider image; the *Highlights* module or a list of products from a defined category url.



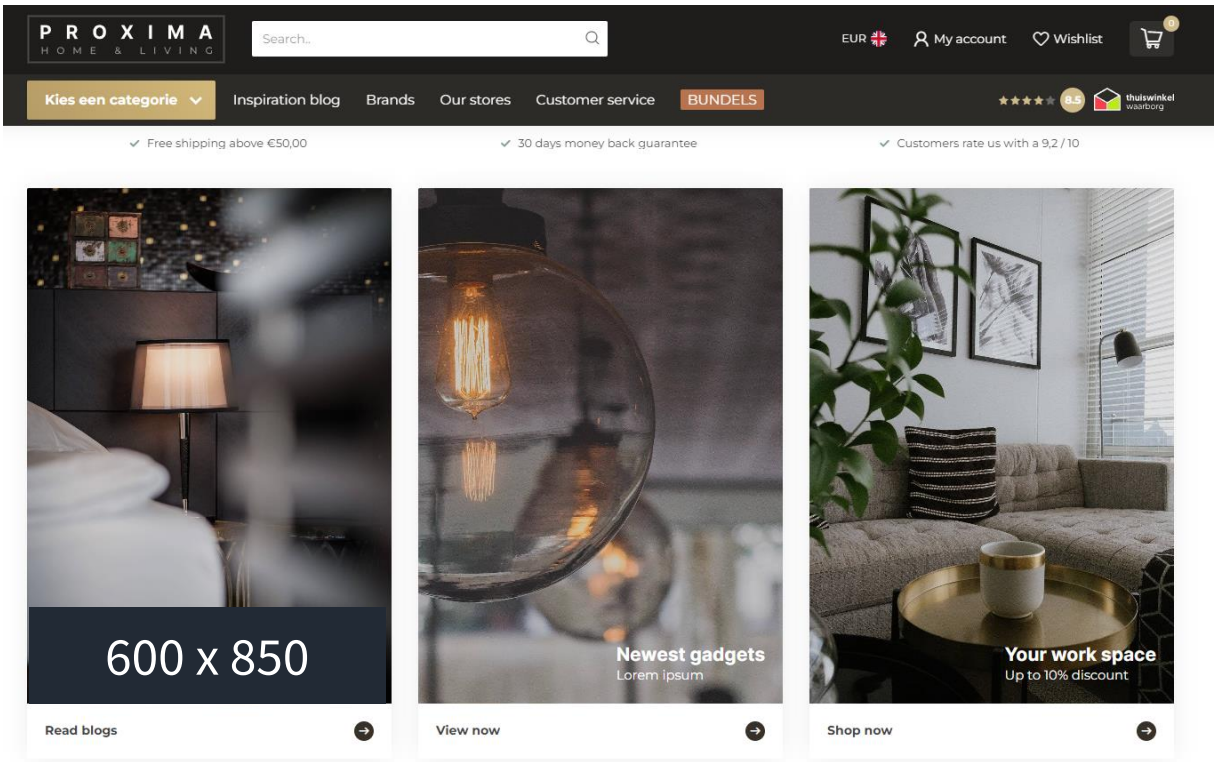
Highlights module

This will show the first two highlights as set under the Highlights module.

Custom category products

This will show a list of products from your defined category url. Please note that you must only enter the URL path (e.g.: /men/shirts) and not the full webpage url. Don't forget to translate this theme setting if you've activated multiple languages in your store.

[MODULE] - HIGHLIGHTS



MOBILE VIEW HORIZONTAL SCROLLER

For a better user experience you can configure the highlights to show as a horizontal scroller on mobile devices instead of showing them separately below each other. This way the homepage won't grow enormous in size, but allows the customer to scroll through your highlights horizontally.

IMAGES

There is no specific recommended size for highlight images as this different for every store.

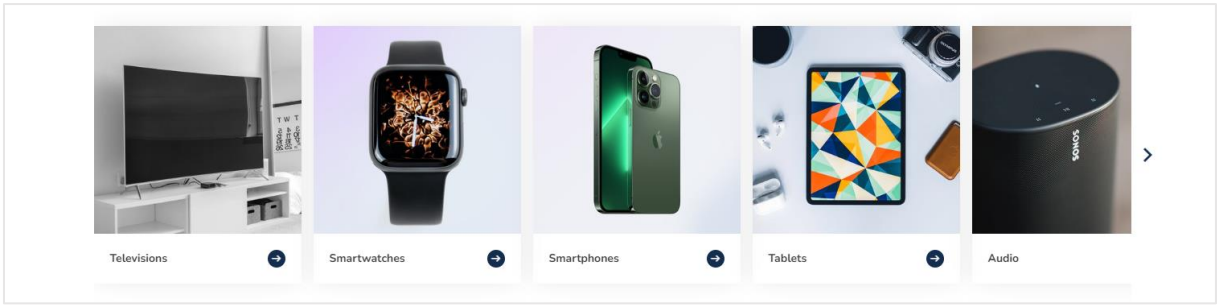
Dimensions used in demo stores:

- Large: 600 x 850
- Medium: 650 x 650
- Small: 640 x 400

[MODULE] - CATEGORIES

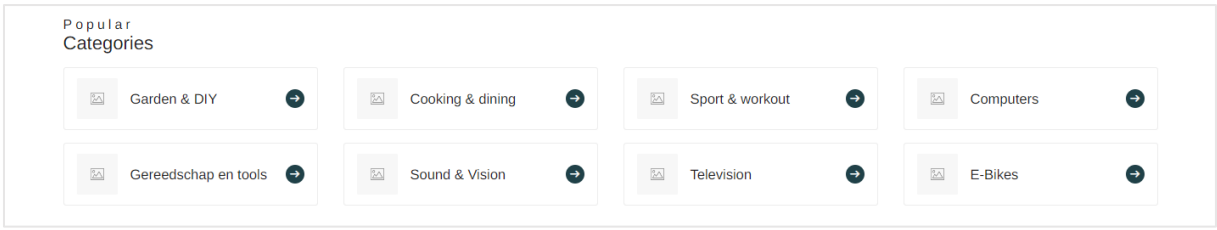
Categories as set under **Backoffice > Design > Featured categories** can be displayed in three different ways.

Catalog style squares in horizontal scroller

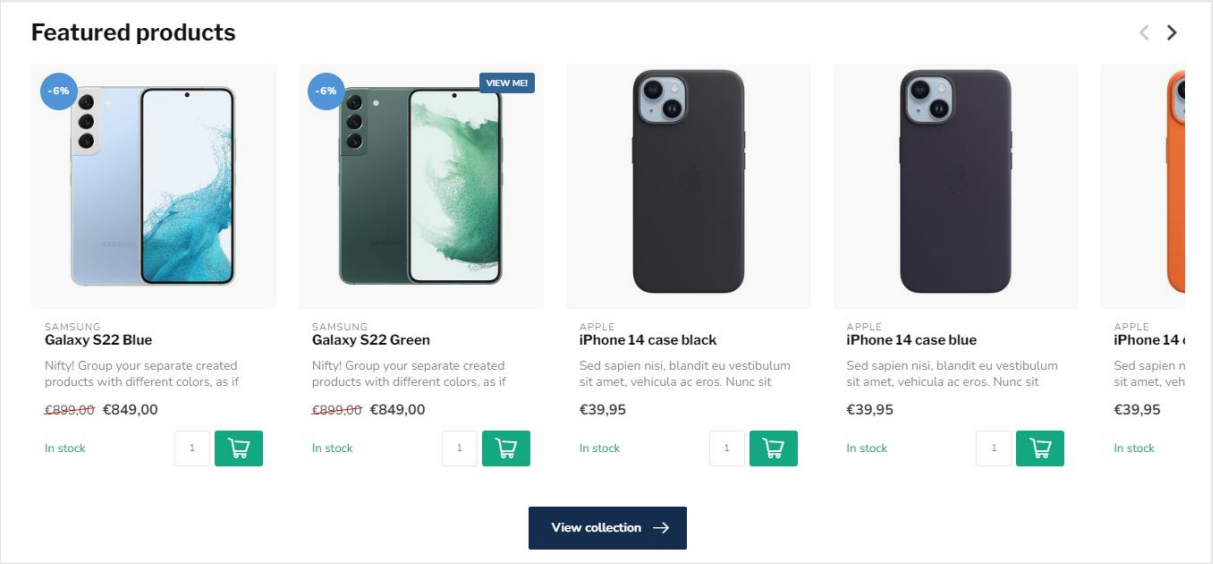


Instagram style

Rectangular grid



[MODULE] - PRODUCTS (A/B/C)

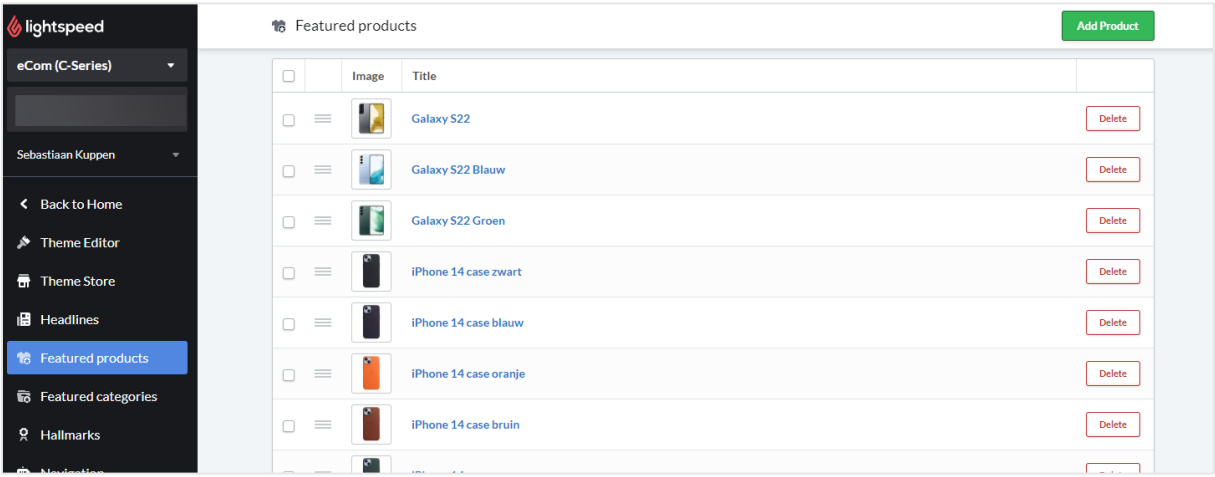


You can enable up to three different product modules to display products on your homepage. These products can be shown in either a grid or carousel slider. The look & feel of the product grid blocks can be set under *Pages/Product listing > PRODUCT GRID*.

PRODUCTS TYPE

Featured products

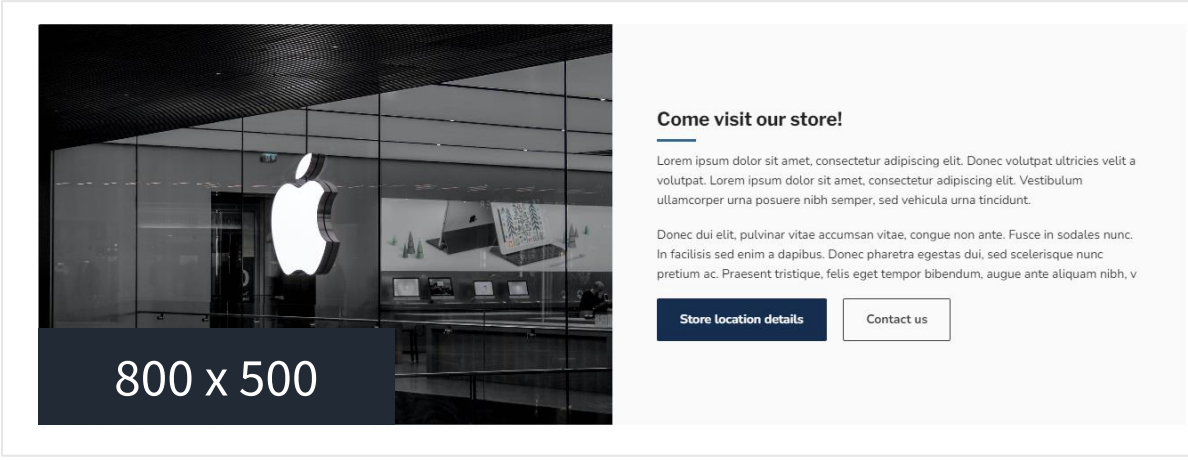
These products can be configured by yourself under **Backoffice > Design > Featured products**.

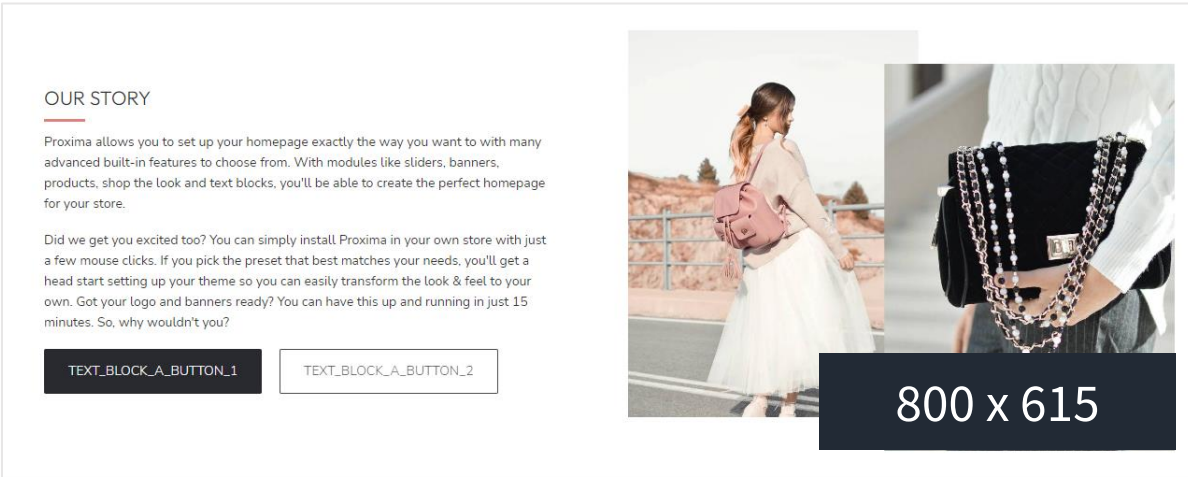


Popular and new products

These products are generated by Lightspeed automatically based on popularity and creation date. It's not possible to configure these products yourself.

[MODULE] – TEXT BLOCK (A/B)





The text block module allows you to create a professional design section with text, without the need to have programming skills.

Tip: to create the illusion of two different images that overlap like In the example above, simply combine two images in one yourself using your photo or image editor – like Photoshop.

IMAGES

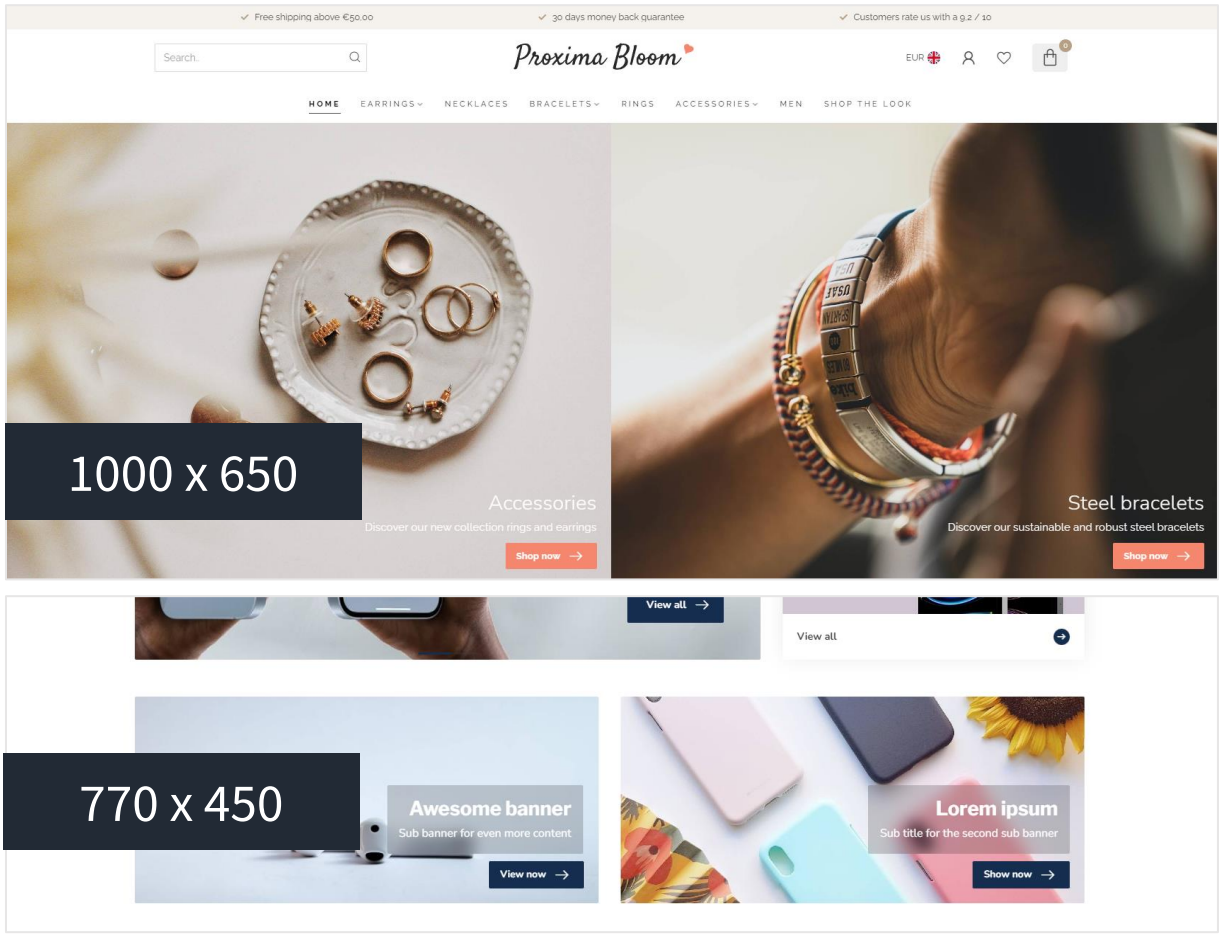
Depending on the image you're using, you can configure the theme setting **Image fit** set to *Cover* or *Contain*. With the Cover setting, the image container element will be covered up completely by the image, filling up any possible white space, and cropped by the web browser where needed so it can fill that whitespace. With the Contain setting, the image will always be fully visible, regardless of screen size. To see what fits best for you, simply try out the different options.

Dimensions used in demo stores:

- Example 1: 800 x 500
- Example 2: 800 x 615

[MODULE] - SUB BANNERS

The subbanner module provides you with a feature to show two banners next to each other. Big or small, for a different look & feel. For example further down the page, or as a first homepage eyecatcher.

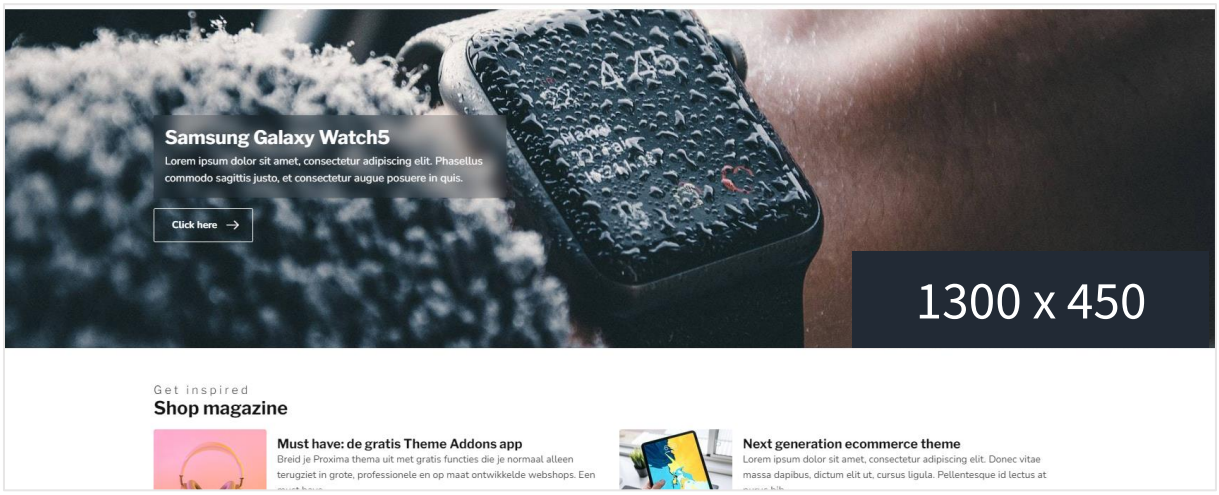


IMAGES

Dimensions used in demo stores:

- Example 1: 1000 x 650
- Example 2: 770 x 450

[MODULE] – PROMO BANNER



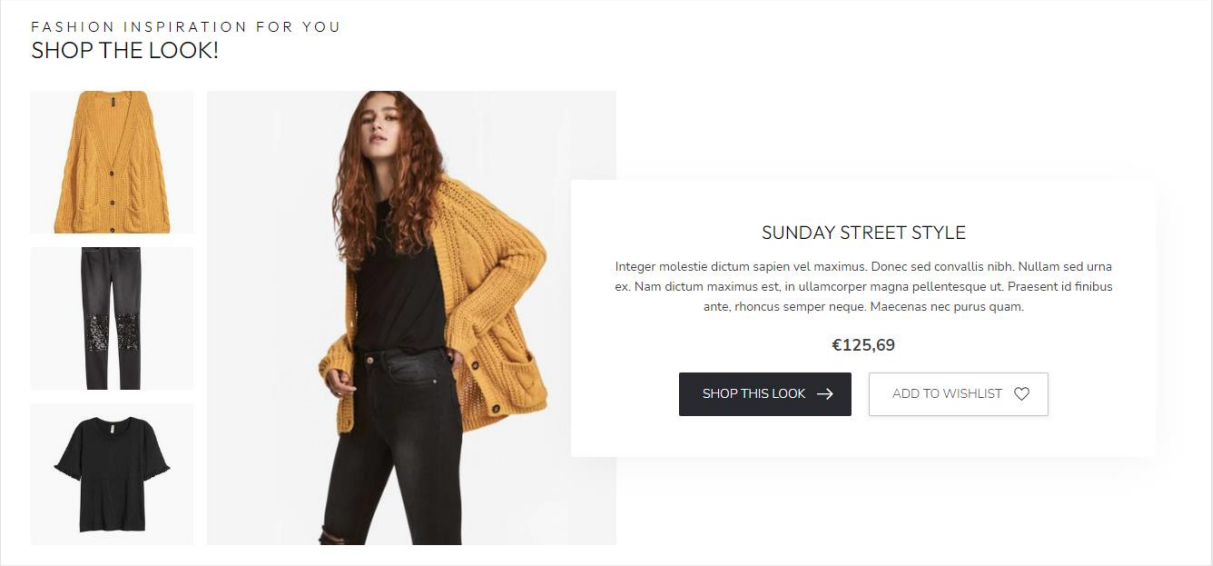
The promo banner is one static banner which you can display across the full width of the page or boxed with the same width as your content. Useful as an extra banner, or simply as a main banner instead of a carousel slider.

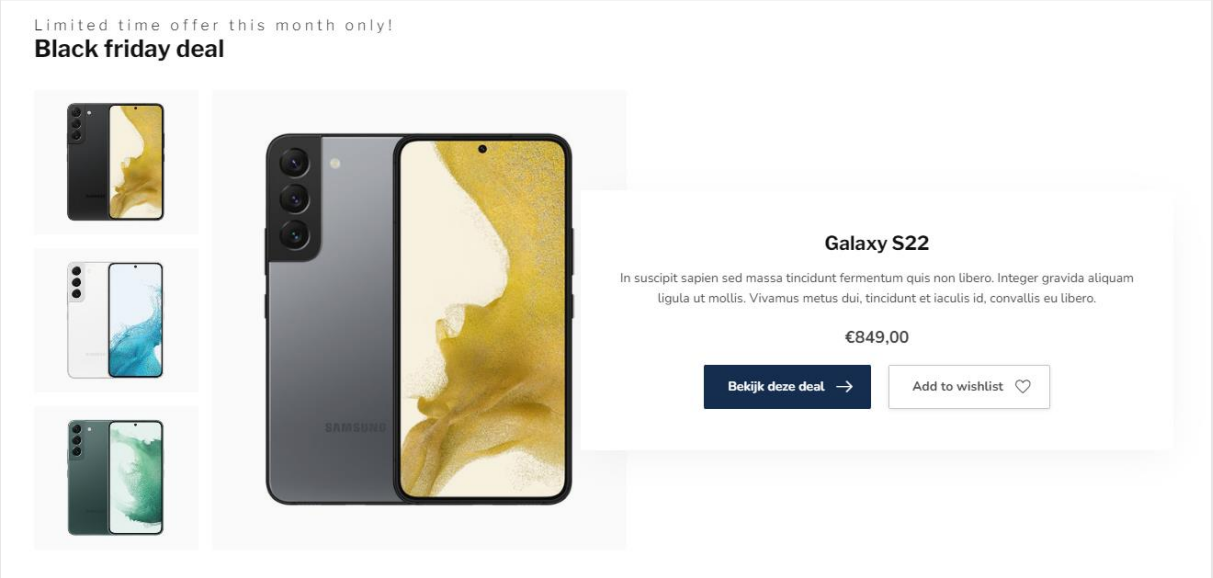
IMAGES

Dimensions used in demo stores:

- Full width: 1900 x 500
- Not full width: 1300 x 450

[MODULE] – PROMO PRODUCT (SHOP THE LOOK)



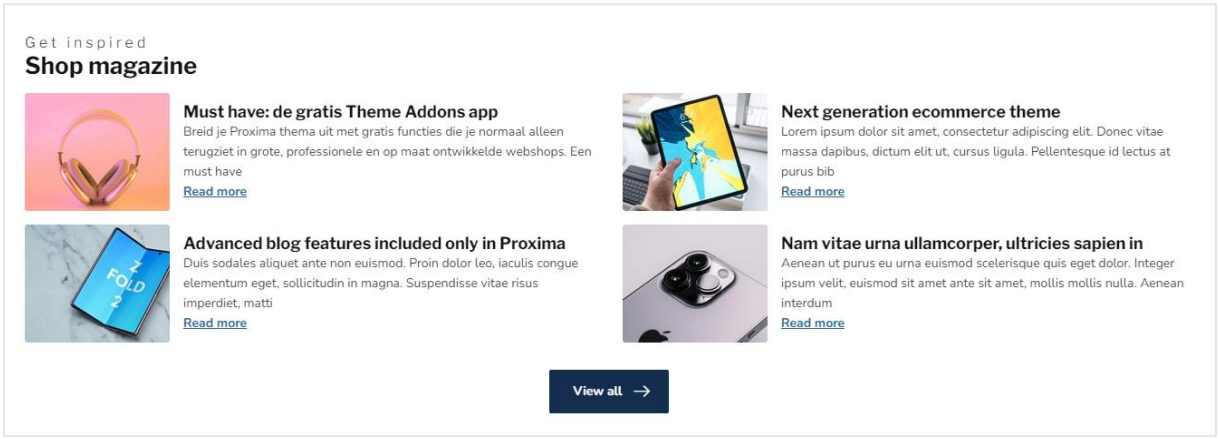


PRODUCTS

When you've enabled the Promo Product module you can simply add your product to the *Featured products* under **Backoffice > Design > Featured products**. Make sure the product for your promo module is placed as first product in the list as the first featured product will be used for the Promo Product module. If you've enabled two Promo Product modules, the first two featured products will be used.

Tip: for setting up a Shop the Look product, make sure to read page 7 as well.

[MODULE] – BLOGS



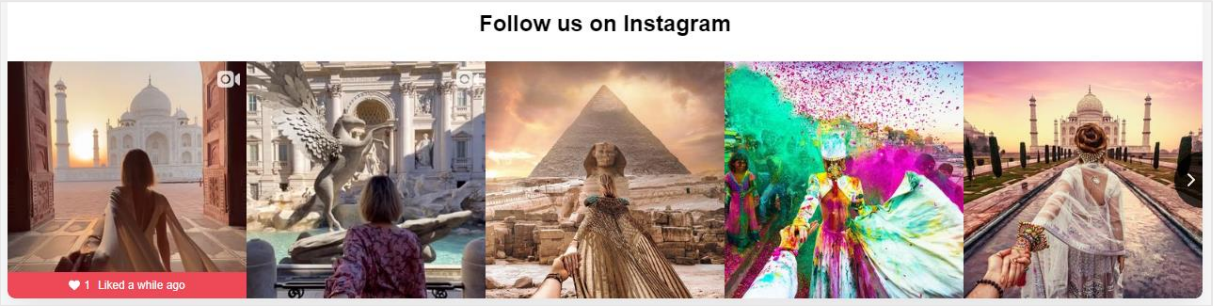
This module displays your newest blog articles from your first blog.

[MODULE] – VIDEO

With this module you can embed an mp4 video on your homepage. The video file can be uploaded under **Backoffice > Tools > Files**. After uploading, you can copy and paste the url in the theme setting field for the Video URL.

We recommend using a 720p or 1080p video that isn't too large in file size, to prevent long loading times for your visitors.

[MODULE] – INSTASHOW (INSTAGRAM)



This module provides built in support for a 3rd party app. More information can be found here: https://www.lightspeedhq.nl/ecommerce/store/apps/instashow-lightspeed-instagram-feed/.

Step 1

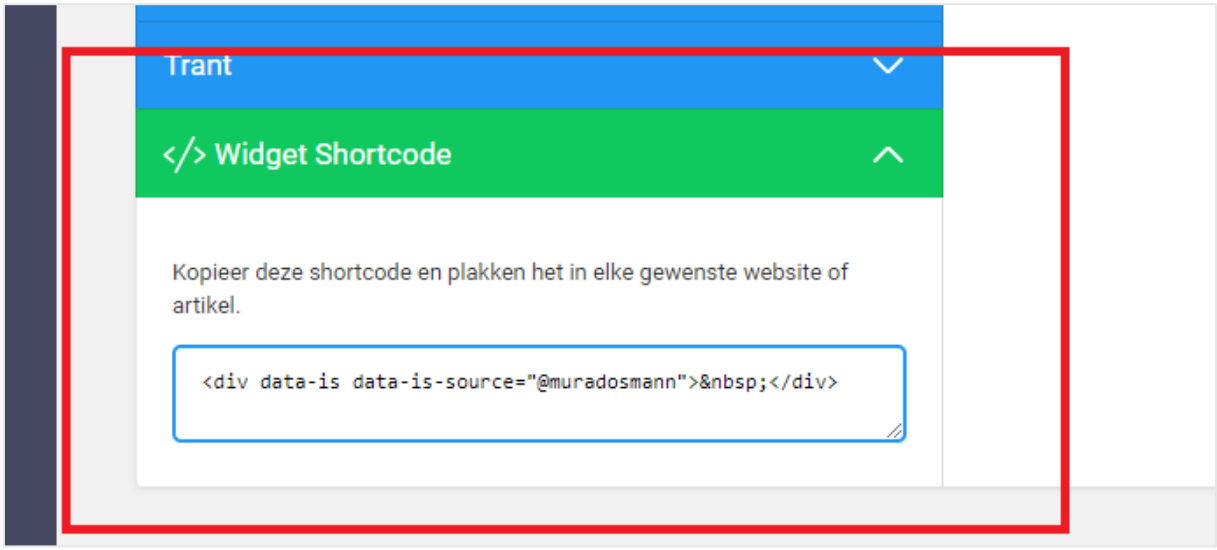
Install the Instashow App under **Backoffice > Apps > App Store**, Search for Instashow.

Step 2

Once logged in to the Instashow app, you can configure your carousel to your liking. For any questions or support you can contact the developer directly through https://elfsight.com/.

Step 3

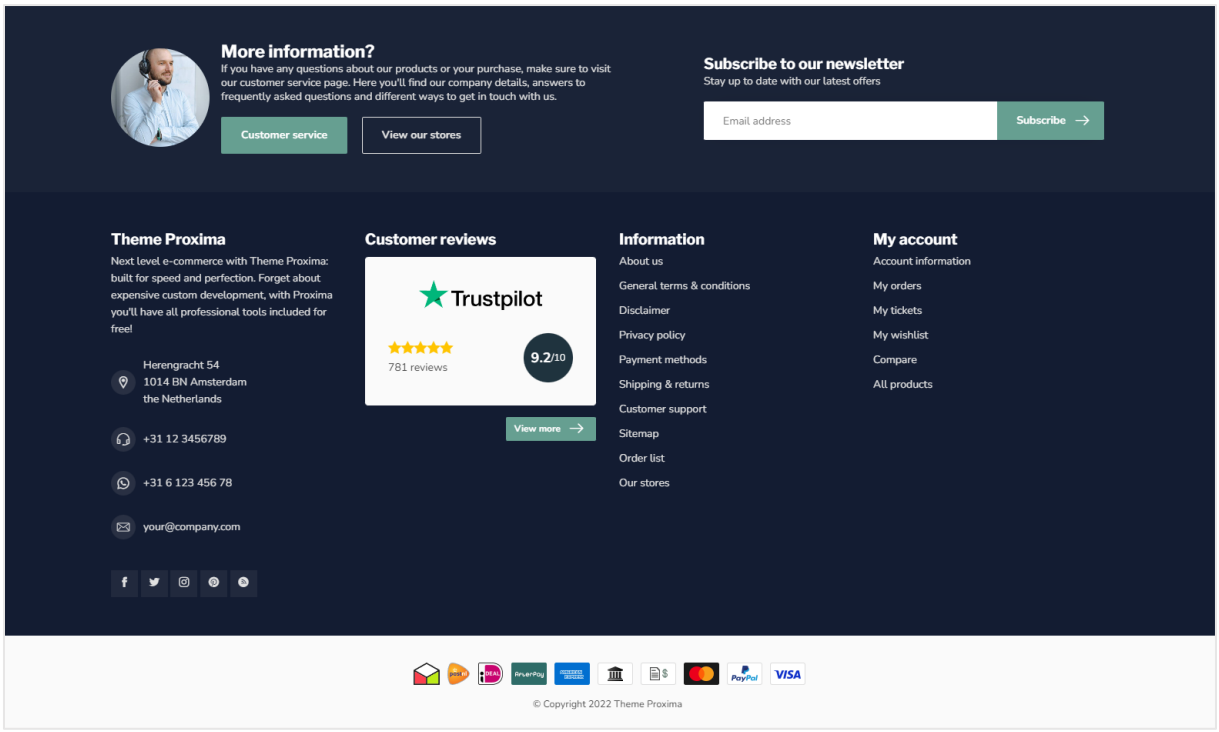
Copy the widget short code



And paste this into the theme setting input field for **Instashow widgetcode**.

Footer

The footer exists of the pre footer and general footer. The pre footer is used for the service block section and newsletter subscription. The general footer exists of four columns, of wich column 2 and 4 can be changed with any of the predefined modules.



PRE-FOOTER

Here you can edit or enable/disable the service block section and newsletter subscription. The service block is a great feature to tell more about your customer service in general.

FOOTER

COMPANY DETAILS

Company details displayed in the footer can be configured under **General/Advanced > MAIN COMPANY DETAILS**. You can also show your chamber of commerce, and VAT number in here if needed.

HALLMARK LOGOS

You can upload your custom hallmark images under **Backoffice > Design > Hallmarks.** These icons can be shown in the footer next to the payment icons. For example the PostNL logo or other trustmark logos.

PAYMENT ICONS

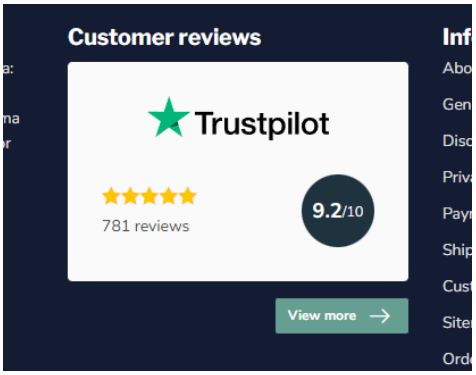
Under **General/Visual > PAYMENT ICONS** you can configure if the custom designed payment icons for Proxima will be shown, or if you prefer the payment icons as designed and provided by Lightspeed. Are you missing any icons? Or is an icon logo outdated? Then you can disable this setting to show Lightspeed's built in icons.

Important: payment icons are only shown based on payment methods as enabled through your eCom backoffice – not through external payment provider app.

SOCIAL MEDIA

Here you can configure the social media icons as shown in the footer. Also the RSS icon can be enabled/disabled from here.

REVIEWS WIDGET



With the Custom Reviews Widget module you'll set up a nicely integrated (built-in) widget design for your shop reviews.

This rating score is -of course- again based on the data you can configure under **General/Advanced > SHOP REVIEW RATING**.

KIYOH AND FEEDBACKCOMPANY WIDGET

General/Footer > 3rd party reviews widget

3RD PARTY REVIEW WIDGETS

Here you can set up the Kiyoh or Feedbackcompany widgets, to show in the footer.

Kiyoh widget

Here you can paste your full widget (HTML) code.

The Feedbackcompany widget

Here you can paste your Feedbackcompany widget UUID. You can find this code under uuid: 'xxx-xxxxx-xxxxxxx-xxxxx'. Example: 2df0e44f-254b-4f8b-beca-2c48ea1fe2f7. For any help on getting the correct UUID, feel free to contact Feedbackcompany support.

Visual

STORE USP'S

In the header and on the product detail page you can display a few Unique Selling Points for your store. To give customers a bit of extra trust and increase your conversion rates. This could be about the fast delivery times, the great customer service, or quality of products and service. The USP fields support HTML code so you can make text bold, or enter a link.

Example:

- Ordered before 5pm? Same day shipping!
- Up to 14 days free returns

TYPOGRAPHY

Here you can set the fonts for your headings and body text. In this section you can also set the button styling.

Would you like to host your fonts locally (in Lightspeed)? Then you can set up your local font CSS files here as well.

Please note: Dyvelopment cannot assist in setting up or implement self hosted fonts.

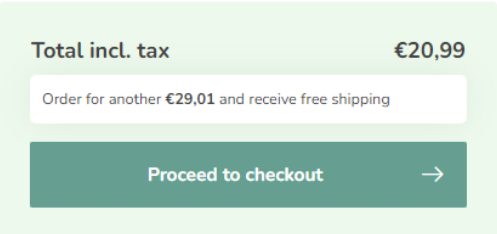
GENERAL COLORS

Here you can set up the general colors for your store, like the text color, button color and highlight color.

MOBILE NAVIGATION

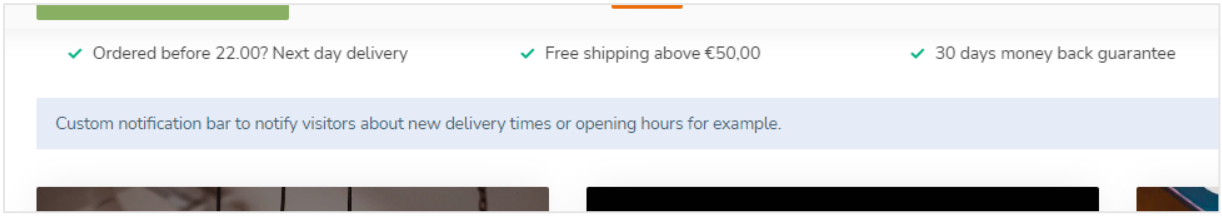
In this section you can find settings that apply to the mobile navigation menu. Here you can configure if images should be shown, or how a category containing sub categories should be opened (link to the category directly, or showing a list of sub categories).

FREE SHIPPING NOTICE



You can give customers an extra incentive to buy more in your shopping cart, so the shipping is free of charge. The amount to free shipping can be set in this section. This amount is incl. VAT unless your shop default pricing setting is set to excl VAT.

NOTIFICATION BAR



This bar can be used to show a special notification to your customers. For example if you have special clearance sale, or holiday information. This notification will be shown at the top of the page just below the header. **Note**: don't forget to install the Theme Addons app.

Notification name

This is the internal (system) identifier for the notification. It's not visible for your customers and is just used internally to keep track of whether the customer has closed the notification.

CART SETTINGS

Here you can set the icon that should be displayed for the cart (shopping cart or shopping bag). You can also disable the custom designed cart page if you have a specific reason to do so. For example if you're missing a feature that's not built into the custom cart page.

CHECKOUT SETTINGS

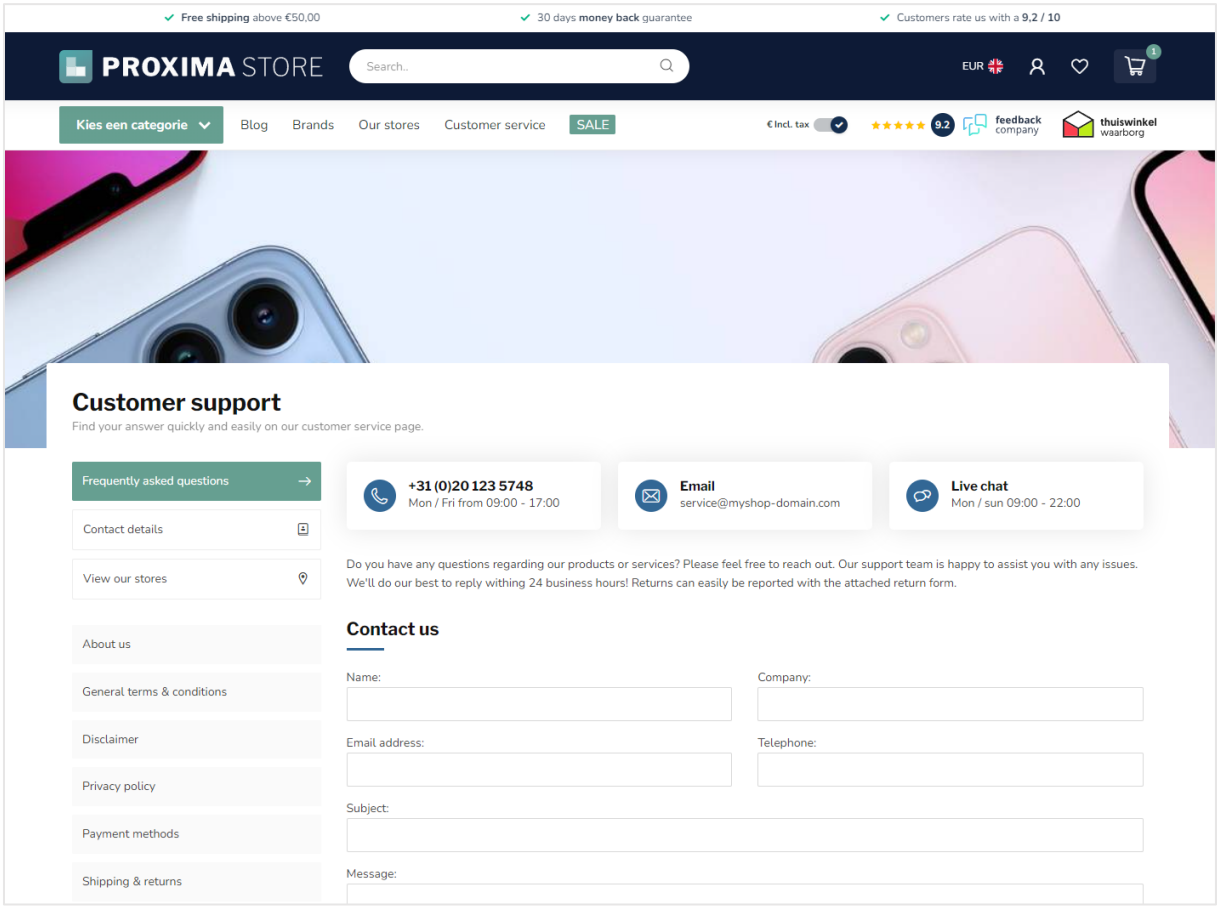
Here you can enable/disable the specially (custom) designed checkout pages built-in to Proxima. Note: the custom checkout only applies to the original Lightspeed checkout and not the new Lightspeed checkout. Important: don't forget to install the DyApps Theme Addons app.

PAYMENT ICONS

Here you can configure if the custom designed payment icons for Proxima will be shown, or if you prefer the payment icons as designed and provided by Lightspeed. Are you missing any icons? Or is an icon logo outdated? Then you can disable this setting to show Lightspeed's built in icons.

Important: payment icons are only shown based on payment methods as enabled through your eCom backoffice – not through external payment provider app.

CUSTOMER SERVICE PAGE



Proxima has a custom designed customer service page for an even better user experience and customer journey. In this section you can configure page items like the header image and up to three *Call To Action* blocks.

IMAGES

Here you can set if the theme should scale down images to fit, or if images should be cropped to fit the available space, as well as the dimension ratio (square, portrait).

BLOGS

Here you can enable or disable the use of Gravatar images in your blog article replies. Fore more information see http://www.gravatar.com/.

BACKGROUND

Here you can set the background color and/or image of the website.

Advanced

MAIN COMPANY DETAILS

Here you can set up your general company (contact) details like your phone number, email address and location address. This information will be shown in the footer and customer service page, and will be used by Google to enrich the search results. It's also possible to include your chamber of commerce number here, and your VAT number.

SHOP REVIEW RATING

Are you collecting shop reviews through a 3rd party review platform like Trustpilot or TrustedShops? You can set the reviews rating details in this section. Configuring the details in this section provides a seamless integration with the theme without needing to load slow external plugins. These rating details will be used by the theme for your custom review widget in the footer, or in the reviews in the header. Last but not least, Google also uses this data to enrich the search results with your review data (yellow stars in search results).

Note: to enable processing of the rich review data by Google, don't forget to enable this setting under General/Advanced > GOOGLE RICH RESULTS DATA SNIPPETS.

Note: Dyvelopment cannot provide support on your configuration. For any questions contact your online marketing agency.

VAT-SWITCHER

dyapps

Under the B2B settings you can enable the VAT switcher in the header, and set if prices should be displayed incl or excl. vat by default.

Note: don't forget to install the Theme Addons app.

GOOGLE RICH RESULTS DATA SNIPPETS

Here you can enable if Google can crawl your rich data, like your configured shop reviews and company details, so it can enrich it's search results with for example yellow stars. Note that Google doesn't provide any guarantees on showing the enriched data.

Theme Addons

GOOGLE ANALYTICS GA4

Here you can enable GA4 and set your GA4 Measurement ID.

Note: You'll need the DyApps Theme Addons app for this feature.

Note: Dyvelopment cannot provide support on your configuration. For any questions contact your online marketing agency.

IMPLEMENTATION TYPE

Are you (already) using Google Tag Manager? Then you can set the implementation type to Tag Manager. This way the dataLayer variables will be generated automatically.

Are you not using Google Tag Manager? Then use the default type *Global Site Tag*. If you use this type, don't forget to disable Lightspeed's built-in Google Analytics feature to prevent possible conflicts. You can verify if you've enabled/disabled the built-in Analytics under **Backoffice > Settings > Web statistics**.

Theme Addons

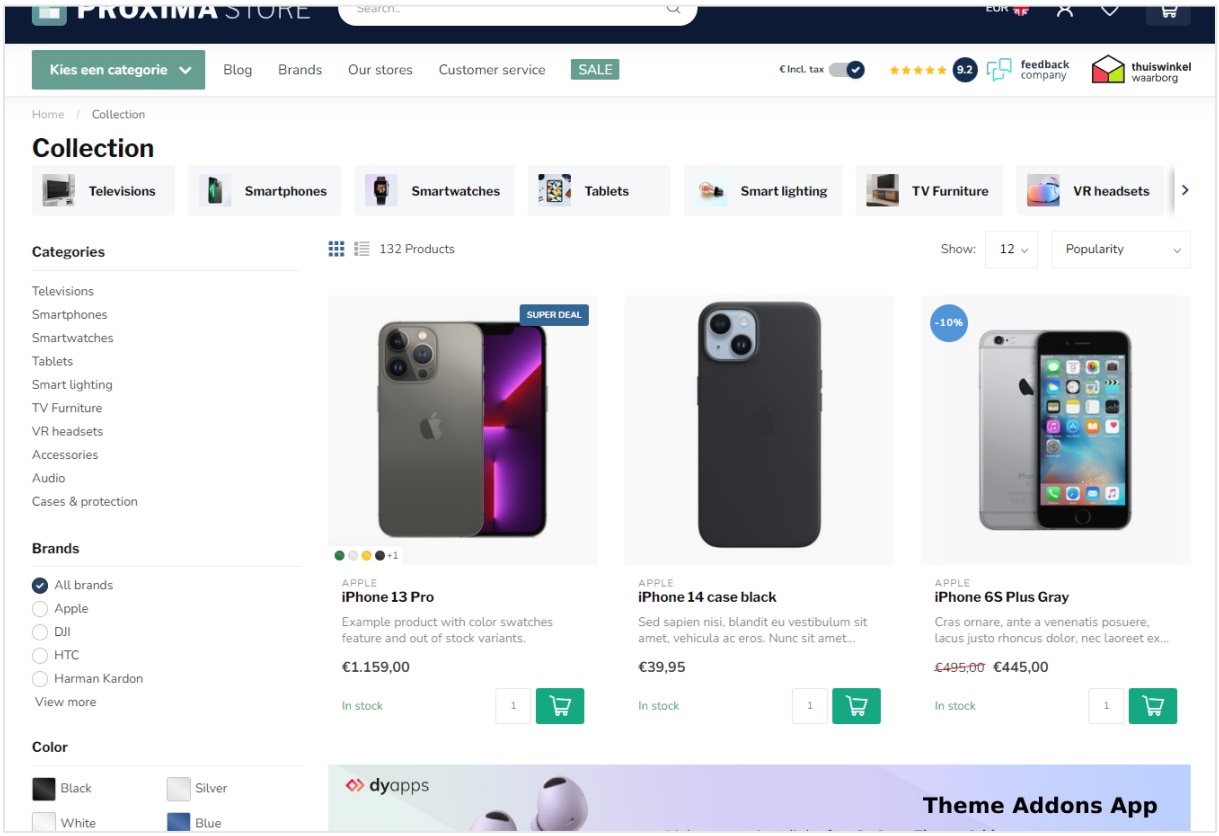
GOOGLE ADS CONVERSIONS

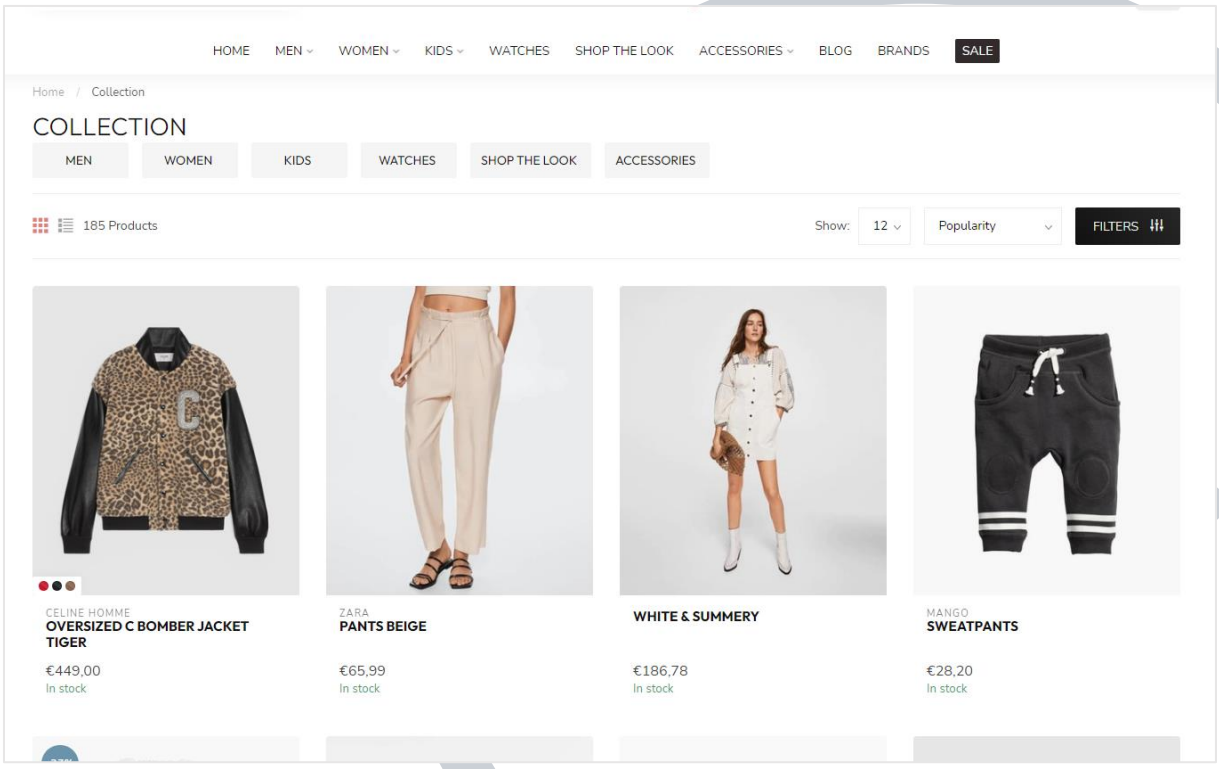
Have you connected your GA4 to your Google Ads? Then you can also enable conversion tracking by entering your Conversion ID.

Note: You'll need the DyApps Theme Addons app for this feature.

Note: Dyvelopment cannot provide support on your configuration. For any questions contact your online marketing agency.

Category collection page





SUBCATEGORY TOPBAR

In this section you can configure how the top bar with sub categories should be displayed and enable/disable the images.

PRODUCT GRID

Here you can set up the look & feel of your product blocks on category pages. You can also change the color of the discount circle labels from this section.

SIDEBAR

This section allows you to configure the sidebar that contains categories and filters. If you disable the sidebar, there will always be 4 products shown next to each other on category pages. The filters will then be available through a FILTERS button. This way you create a more lean/clean category page with more focus for your products.

PRODUCT FILTERS

Here you can enable/disable the brands or price filters, and what the FILTERS button color should be. Note: this button is always visible on mobile; on desktop only if you disable the sidebar.

CATEGORY SETTINGS

Here you can select the amount of products shown next to each other and if your content text should be shown at the top or bottom of the page.

Product detail page

DYAPPS THEME ADDONS

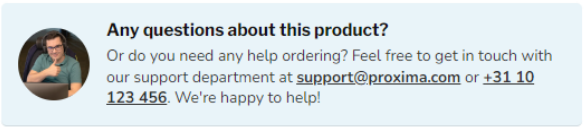
OPTIMIZE FOR ADVANCED VARIANTS

Have you installed the Theme Addons app and enabled the Advanced Variants feature? Make sure to also enable this theme setting to optimize the user experience even more by faster loading in the variants.

PRODUCT SETTINGS

This section provides settings for the product detail page where you can decide if and how details are shown.

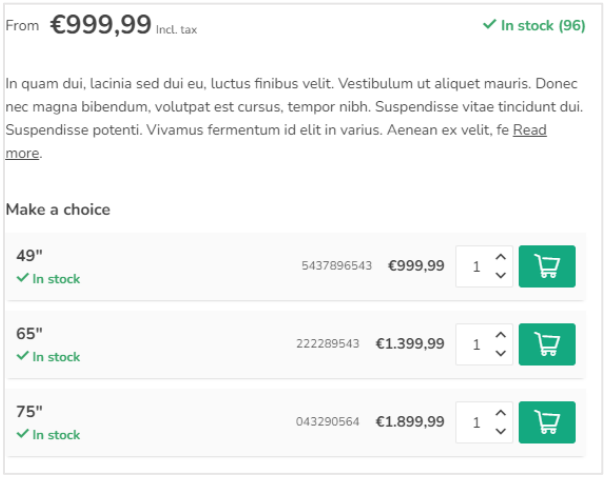
SERVICE CALLOUT BLOCK



This is a small section where you can put information about your service in general or other important info. This setting allows HTML code so you can create your own links.

Theme Addons

B2B FEATURES – BULK VARIANTS



BULK VARIANTS

If you enable this setting, all poducts will show their variants one by one in a list for quick and easy bulk ordering.

YOTPO PRODUCT REVIEWS

Are you using Yotpo product reviews? Simply enter your Yotpo App Key here to enable the Yotpo reviews. For more questions or support contact Yotpo customer service directly.

COUNTDOWN TIMER DEALS

If you'd like to highlight your product price deals with a countdown timer, you should enable this setting first.

Frequently asked questions

A theme is only a visual layer around the Lightspeed eCom platform/data and (fortunately) has no influence on its operation. Everything you do from the backoffice is part of/handled by Lightspeed itself. If you have any questions or run into problems, you can contact Lightspeed support. Below you'll find a selection of frequently asked questions related to (the operation of) Lightspeed itself.

I can't rearrange the homepage modules, or my selected theme setting has no effect.

Due to a bug in Lightspeed, a selection/choice you make is not always remembered properly. If you refresh the page (F5) and reset your choice, Lightspeed will see this correctly again. This only applies to settings with a drop-down menu.

I get an error when uploading an image

Due to a bug in Lightspeed, uploading an image does not always go well. If you refresh the page (F5) and try again, it should work again.

The image I upload has a lower quality

Images are processed by Lightspeed's CDN/server and not by the theme. The compression that Lightspeed applies may affect the final quality of your image.

Can I add alt tags to my images?

Where applicable, the theme automatically adds a relevant alt tag to the image, such as product and category images. Lightspeed does not support manually adding or changing alt tags for your images.

My (homepage) banner images have disappeared

Due to a bug in Lightspeed, it can happen in very rare cases that your banner images disappear after you have opened the theme code. However, you can easily upload the image again through the theme editor. This is not related to your installed theme.

Not all discount labels are displayed

This usually happens when you apply a discount to many products at the same time and Lightspeed's servers have not (yet) been able to process all of that discount.

I just installed the theme but some colors/elements look weird

Your own (old) custom CSS code can have an unintended effect on the appearance of your new theme. You can find more information about this in the Lightspeed help documentation.

I'm getting notifications about redirects in Search Console

Redirects are generated by Lightspeed and are separate from your theme. For example, when you change category or product names. Also, Lightspeed uses special redirect URLs related to the language feature that are always available and you cannot delete. Even if you only have one language active. These redirects do not affect SEO.

I get redirected after I add a related / upsell product from the cart page

This is because you have enabled the Stay on product page checkout setting. See page 39 (Add To Cart Popup) for more information.

The product price of my Bundle Als Product (or Shop The Look) is incorrect

Final prices are always calculated by Lightspeed. The theme cannot adjust prices. The price you enter in Data 01 with the bundle option is only for visual display on category pages. On the category page, Lightspeed does not yet know that your product is a “Bundle As Product”, and it does not yet know what price it should display there. To prevent your dummy price of 0 euros from being shown, you indicate via Data 01 which price should be shown.