Introduction to iiNet

shoppingcart

2/7 Design options

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connect better

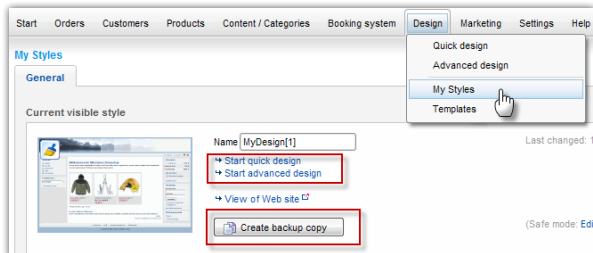# Introduction to Shopping Cart 2/7 - Design options

An easy-to-use shop system is only half the battle for successful online business. The other half is a good and professional appearance. For this reason, your Shopping Cart online shop includes numerous and easy-to-use design tools. In this second part of our seven-part series "Introduction to Shopping Cart" we'll show you everything that's possible with the Shopping Cart\system.

Individual styles

Before you start designing your online shop, you should first create a working copy of your current layout. You can then work with this copy so that the changes you make to the design are not immediately applied to the storefront of your online shop where you customers can see them. Once you are happy with the result, you can go live with the new layout with just one click.
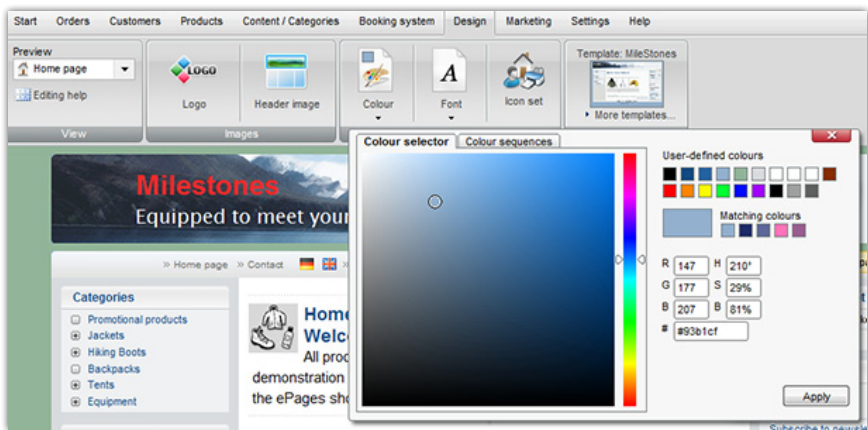
You can either make a copy of your current shop layout and use this as a starting point or select from over 100 templates available from the Shopping Cart shop system via the "Design/Templates" menu. To create a copy of your current layout, switch to the "Design/My Styles" menu. The first tab is the current layout of your online shop. Click on "Create backup copy". Enter a name for the copy and adapt it to your liking. Then you can work as usual with the "Quick design" or the "Advanced design".

Tip: If you are currently editing a backup copy of your layout, this is also correspondingly displayed if you switch to the storefront via the "Preview" button.
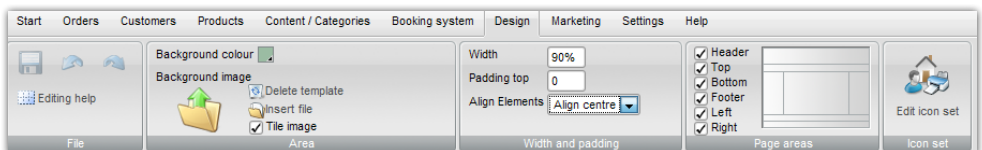
Quick design

You can also get to the "Quick design" menu via the "Design" menu. With quick design, you can make small design changes without having to change the fundamental layout of your shop. For example, this allows you to insert a new page element in the side menu bar and position them on your website via drag and drop without completely deactivating the menu bar. This is only possible in the "Advanced design". The "Quick design" is ideal if you want to replace an image in the page header or change the background colour, for example.

Quick design special feature: Changes are immediately adopted without having to save every time.
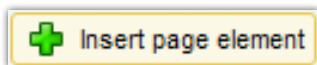
Advanced design options

The "Advanced design" is also located under the "Design" menu. Advanced design lets you design your online shop just the way you like. The "Advanced design" differs from the "Quick design" in that you can individually select and modify different areas of your page by clicking the mouse. The header of the editor changes according to the options that you have for the selected area. A red box indicates the area that you have selected to modify.
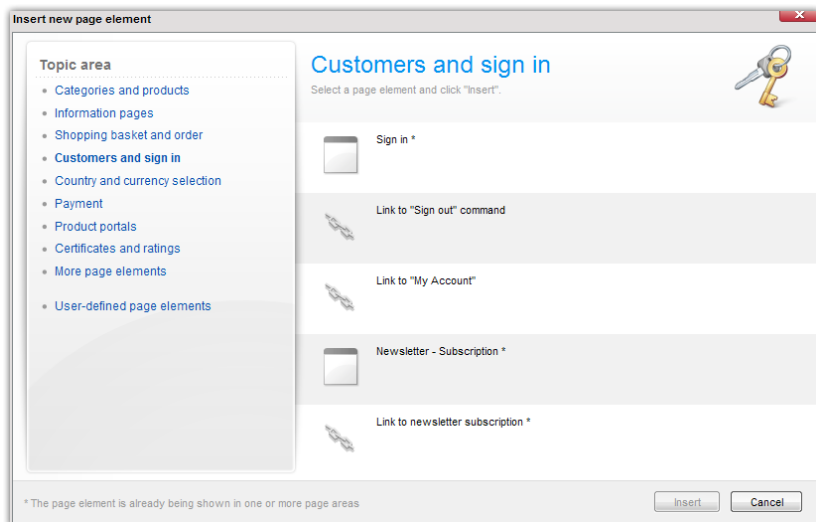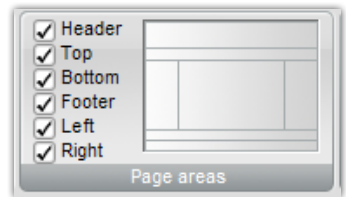
Your website consists of page areas that you can individually switch on and off via the header of your editor.

Try clicking on all areas of your website to get to know the individual design options for each area. The "Advanced design" allows you to do more than just change colours, background images and replace logos or change fonts. The distance between the individual areas or the general alignment of the page (left or right justification or centered) can be specified.

Use the "Insert page element" function to add additional elements to the website. For example, you can use this to add a logo which informs your customers that your operate as certified shop with a security certificate.
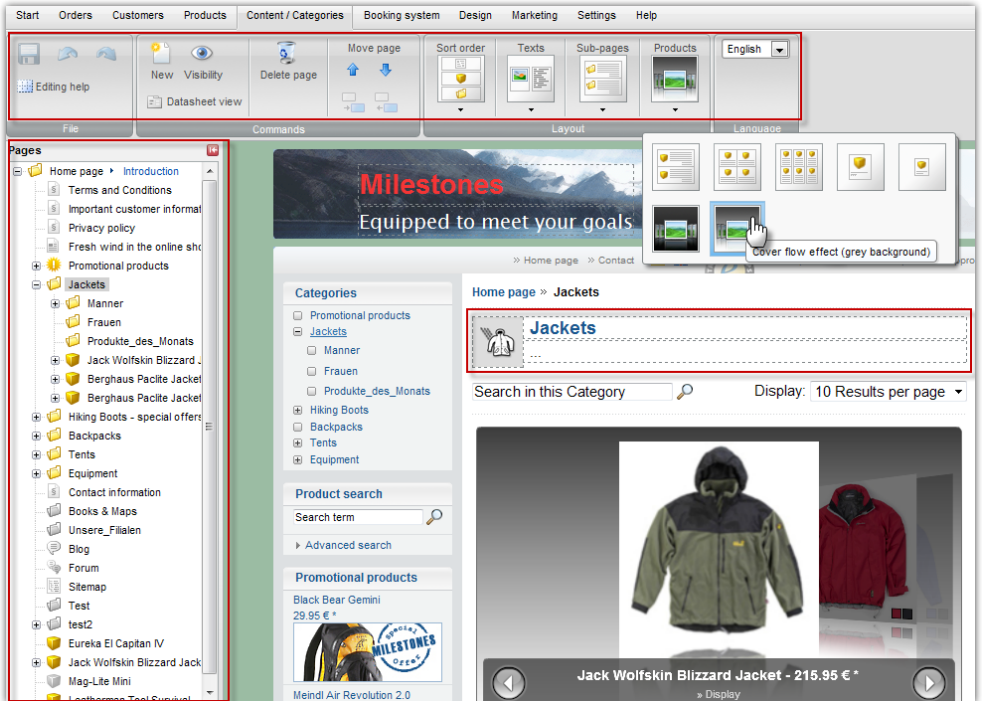

Note: In "Advanced design", you need to click on the disc icon to save your changes in order for them to be adopted. Don't forget to also update the page cache, provided you have activated it.

Or you can add a newsletter registration option directly on your home page to keep in touch with and inform your customers. All page elements can be easily accessed in the editor using the mouse and moved to other areas or locations of your website.

Adapting the product presentation and individual pages

Would you like to change the content of individual pages thus adapting the product presentation to your wishes? Then switch to the "Content/Categories" menu and then in the "Preview".

The editor function gives you numerous options for modifying the content of your website. Via the left menu column, you can switch between the individual pages – e.g., the individual category pages – and adapt these individually. The area highlighted with grey points shows you the spot that you can enhance with texts or additional items. Click on one of these areas and the header of the editor shows you which design options are available at this location. Via the header, you can not only format text, you can also integrate elements such as videos or RSS feeds.
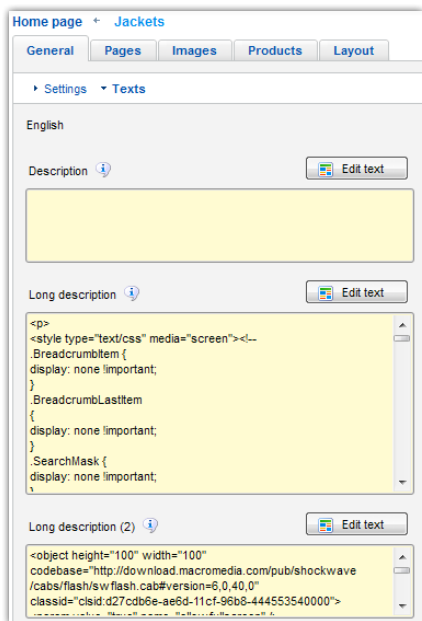
Check how your shop places texts and product images. The header of the editor offers you a variety of options for this. You can also adapt the type of product presentation. For example, select an interactive cover flow effect that your customers can use to browse through products of a category.

Enhanced HTML design options

Additional design options are available if you have HTML programming experience. Via the "Content/Categories" menu, switch to the "Data sheet view". You will then see a table overview of the individual category pages. Click on an entry to get to its options.

The "Texts" submenu is located on the "General" tab. Here, you can enter content via the editor for the above activated, grey highlighted area. However, don't the graphical editor but rather, the direct input field for "Additional text" and "Additional text (2)". You can also use HTML code to design the corresponding area. A wide range of graphical adaptations are possible in this way. This is only recommended for technically advanced programmers.