



How to Customise Instant-Shop

Instant-Shop uses a template designed to optimize the appearance and navigation of your web site, making it easy for shopkeepers and customers to use.

The Instant-Shop software includes several 'themes' to help you alter the appearance your web site. However, you may feel that none of the existing themes reflect your company and range of products. This guide explains how to create your own Instant-Shop theme.

There are two ways in which you can customise the appearance of your Instant-Shop. The first is very simple and only requires the use of a graphics package such as Photoshop or Paint Shop Pro. The second is more involved and requires a good working knowledge of HTML as well as the use of a graphics package.

Simple Customisation

Complete Customisation

Tips



Simple Customisation

The simplest way to customise Instant-Shop is to create your own set of buttons. The buttons can have any design but must be saved as .gifs using the names and dimensions listed below. Try and limit each graphic to less than 5k:

80 x 15 pixels

Buy Item	buy_small.gif	C
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100 x 20

Buy Item	buy_short.gif	C
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100 x 35

Buy Item	buy.gif	R
More Details	moredetails.gif	R

100 x 50

Back	back.gif	C
Continue Shopping	continueshopping.gif	R

180 x 50

Buy Item	buy_large.gif	C
Confirm	confirm.gif	C
Make Order	makeorder.gif	C
Search	search_button.gif	C
Send Order	sendorder.gif	C

200 x 25

Billing Details	billingdetails.gif	L
Delivery Details	deliverydetails.gif	L
Payment Details	paymentdetails.gif	L
Customer Feedback	marketingquestions.gif	L

200 x 50

Checkout	checkout.gif	C
Invoice Details	invoicedetails.gif	C
Order	order.gif	C
Products	products.gif	C
Request Catalogue	requestcataloguedetails.gif	C
Search	search.gif	C
Sign In	signin.gif	C
Request Catalogue	catalogue.gif	C

16 x 16

Bin	bin.gif	C
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150 x 50

Login	loginbutton.gif	C
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160 x 20

This is a Secure Site	seuresite.gif	C
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The letter in the final column denotes the suggested alignment of the button within the graphic (L = Left, C = Centre, R = Right).



Complete Customisation

If you have a good working knowledge of HTML it is possible to customise your Instant-Shop even further. You may add custom designed headers, further navigation graphics or advertising banners to create a totally unique e-commerce web site. Examples of custom themes can be viewed on the Instant-Shop web site at <http://www.instant-shop.com>

Instant-Shop runs in a column which is of varying height (depending how many products are displayed on the page). You cannot alter the design of this area (apart from creating a custom button set as described above) but you may design the remainder of the page in any way that you wish.

To maintain the security of our server we will implement your design throughout the pages of your Instant-Shop. Once you have created the template page copy it onto a floppy disk, zip disk or compact disc and send it to us at the address below, or you may email it to us. Any unfinished or broken code will be returned.

The template page must be divided into three parts: 'header.txt', 'body.txt' and 'footer.txt'.

header.txt - essentially the standard html header

body.txt - the html body up to the start of the cell where the Instant-Shop database will reside

footer.txt - the remaining part of the standard html body code

```
<html>
<head>
  <title>Welcome to Instant-Shop.com</title>
  -----header.txt content-----
</head>
  -----body.txt content-----
  product area
  -----footer.txt content-----

</html>
```

It is standard to include buttons linking to the 'Products', 'Search' and 'Checkout' areas of your Instant-Shop. These can take two forms depending on how you have used your domain name.

Your shop is running directly under your domain name

- Products <http://shop.yourcompany.co.uk>
- Search <http://shop.yourcompany.co.uk/search>
- Checkout <http://shop.yourcompany.co.uk/checkout>



Your shop is running as a subsection of an existing website already using your domain name

Products <http://www.yourcompany.co.uk>
Search <http://www.yourcompany.co.uk/search>
Checkout <http://www.yourcompany.co.uk/checkout>

It is also possible to link buttons directly to individual categories and products.

The charge for implementing your code is £52 (+VAT). This price also includes the implementation of a new button set.

Alternatively, our web design team can create a complete customisation and button set for £485 (+VAT).

Tips

Your web site will be viewed by a wide variety of people using an equally wide variety of computers, operating systems, web browsers, screen resolutions and colours. For this reason it is difficult to design a perfect theme and button set for all internet users but by observing a few simple rules it is possible to create a web site that is easy to use for the vast majority of your customers:

Make sure that any text you use on your buttons is easily legible, avoid distracting colour combinations and keep the text and colour scheme consistent throughout your theme. It is important to remember that some of your potential customers may have tastes that are much more conservative than your own, so some compromise may be necessary.

It is not advisable to use frames because they have a negative effect on your rankings within the Internet's many search engines.

If you have any further queries relating to any aspect of Instant-Shop customisation please do not hesitate to contact us.

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