

Avada SEO Image optimiser

Remember to optimise images from time to time - especially if you add new ones! It can save loading time :)

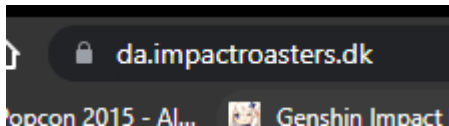
Shopify -> Apps -> AVADA SEO: Image Optimizer -> Image Optimization

G-translate

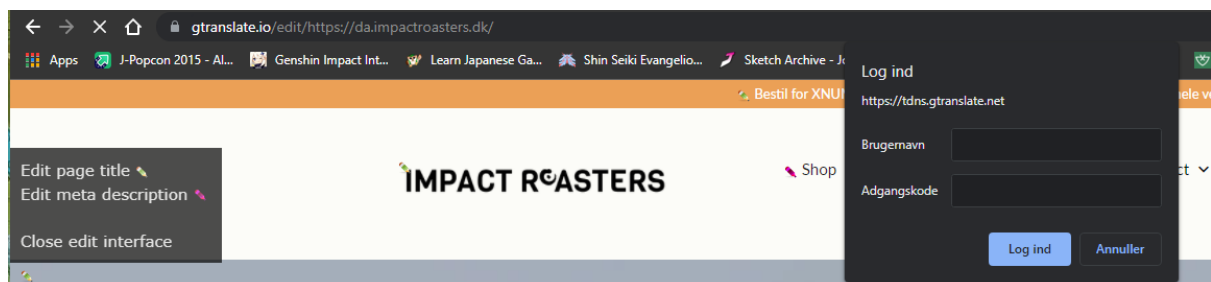
Log-in and password: **impactroasters** | **E0aSXFPG**

To edit text:

- 1) Change language on page to danish



- 2) Add: ?language_edit=1 at the end (login if it's the first time):



- 3) Press the small pen on sections, images etc. to edit!
 - a) NOTE!!! It can take up to 24 hours to be live.

NOTE!!! Automatic translation IS OFF! So for new blogposts etc. you have to manually go in and translate.

Find and replace words:

<https://my.gtranslate.io/>

Or: shopify -> apps -> G-translate and then click on the link there (then you don't have to use login).

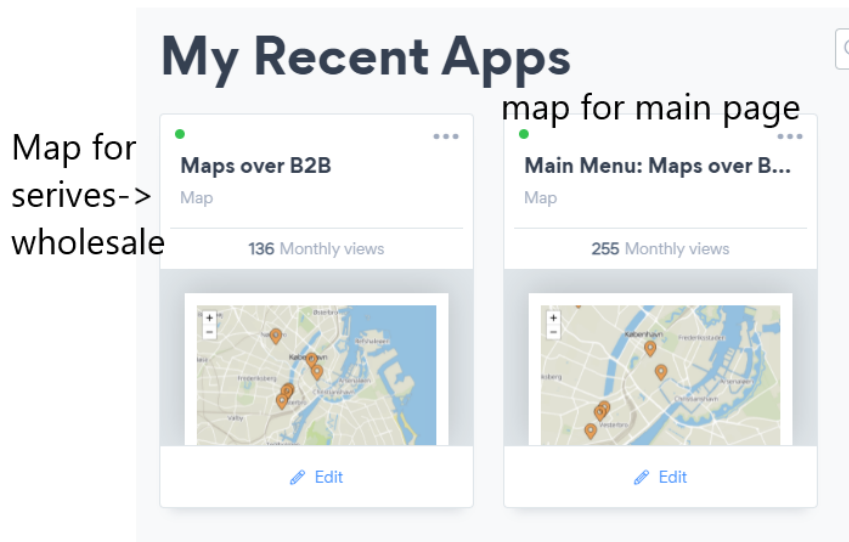
When you are on the page, go to settings -> find and replace

Powr -> Map locator

Can either be edited live on the page or through their app.

Shopify -> apps -> Map Store Locator

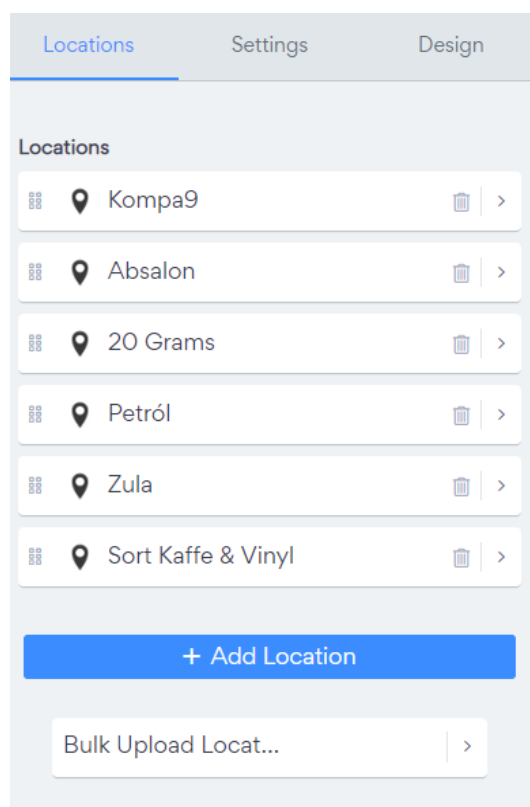
Also shows how many monthly views!! I'm not sure how it counts it - if it's pr. Click (so 1 view pr. Café clicked), how many scroll down and just looks at it or whatever.



I made 2 different maps since I wasn't sure how I wanted to customize them, so if you add a café make sure to add it both places!

To edit:

- 1) Click on one of them and starting page should show how this (+the map)



- 2) To add a location, simply press “Add location”
Add all necessary information, so it also shows on the map

⑦ Street Address

Kompagnistræde 9, 1208 Københa...

Name

Kompa9

Description

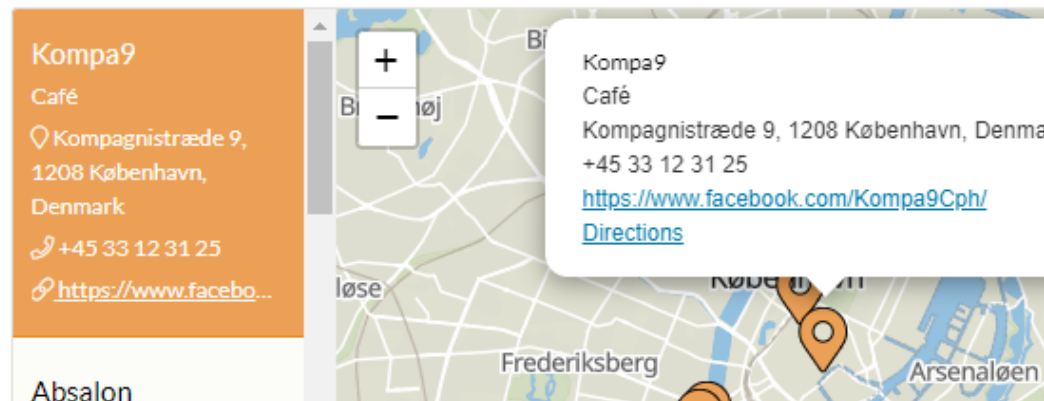
Café

Phone

+45 33 12 31 25

Website

<https://www.facebook.com/Kompa9C>

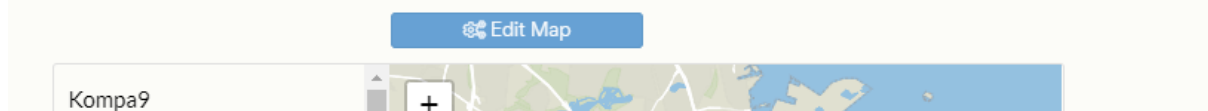


- 3) Under design you can change fonts, size, etc.
- a) Advanced are for code! The code currently written there is to make the location container (left part that shows the cafés with a scroll) to have our custom colors! -> under .hover, the line “background-color:#EBA056;” determines the background color. Can be changed with any color code.
- 4) REMEBER!!! To press “Publish” to save the changes to your store! You don’t need to add it to any new place, even though it will suggest it.

You can also add it live on shopify itself by going to online store -> themes -> customize
And then to the page where the map is. There should be a small blue button saying “edit map” (only shown for us) where, when you press it, it asks if you want to open a new tap to live edit it in your store or if you want to open their app to edit it.

Still not convinced?

Try out our coffees at our own roasteries and cafés in Valby, or check out other cafés that already sell our delicious coffee! We really appreciate their engagement with us and would like to encourage our customers to check them out as well.



Omnisend Email:

For automated e-mails! Shopify -> apps -> Omnisend

To edit, or see data from one of the automated e-mails we have, go to automation.

“Order confirmation” is the mail they get when they order a barista course, which tells them that they will expect us to reach out to them asap.

“Customer feedback” is the mail they get 10 days after purchase that asks them to rate us on Google.

Click on either to edit, and an edit page should come up - you can edit how many days it should wait, conditions (e.g. send after order confirmation, after shipment, after delivery etc), the text of the e-mail etc. No code needed =)

Code for pages

For the pages I used custom html a lot. Here's some of the most important ones:

For heading:

```
<br><h2 style="text-align:center;"> Insert heading here </h2>
```

For paragraph:

```
<p style="margin: 1% 20%; width: 65%; text-align: left;">
```

Insert text here

```
</p>
```

For bottom of the page, with a heart and “IMPACT ROASTERS:

```
<br><p style="margin: 1% 20%;color:black; width: 59%; text-align: center;"> ♥ </p>
```

```
<p style="margin: 1% 20%;color:black; width: 59%; text-align: center; font-size:12px;">  
IMPACT ROASTERS</p>
```

Need changes? This webpage is VERY useful for html:

<https://www.w3schools.com/html/default.asp>

But a quick overview:

`
` : Single line break in text, add multiple to get more line breaks if needed

`<h2> </h2>`: H = HEADING, så h1 is the largest heading, h2 is second, h3 etc... So It will be capitalised and larger than the paragraph. Can be customized. ALWAYS!!! Remember to close the tag with `</h2>` (or h1 or h3 or h4 depending on what you do). All text for the heading goes between `<h2>` — `</h2>`

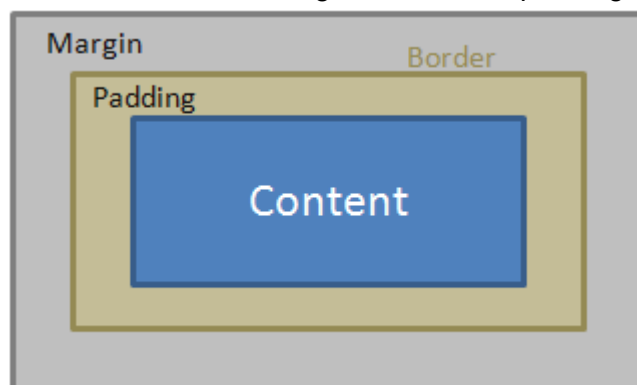
`<p> </p>` : Paragraph part (smaller text than headings etc.). Same rules as ^

Style tag: let's you customize something. Since this is fairly simple you can put it into the tag instead of making a class or object. E.g. you want one particular heading to be another color: `<h2 style=color: black; > text here </h2>` . if you want multiple changes it's just adding extra, and separate by ; -> e.g. `<p style=color: black; margin 1%; text-align: left; > text here </p>`.

https://www.w3schools.com/html/html_css.asp This link is very good for css!

Probably most things you will need to change are margin, border, width, height, padding, color and position.

Difference between margin, border and padding for your content:



Size, margin etc. can be written as % or px (pixels). `<p style = margin: 10px; ></p>` OR `<p style = margin: 10%;> </p>`

There are 4 sides to a content square and you can decides all 4 of them (counts also for border, padding etc.) If you only write 1 number, all sides gets that value. Example:

- **padding: 25px 50px 75px 100px;**
 - top padding is 25px
 - right padding is 50px
 - bottom padding is 75px
 - left padding is 100px
- **padding: 25px 50px 75px;**
 - top padding is 25px
 - right and left paddings are 50px
 - bottom padding is 75px
- **padding: 25px 50px;**
 - top and bottom paddings are 25px
 - right and left paddings are 50px
- **padding: 25px;**
 - all four paddings are 25px

^ In that example they use px, but it might as well could have been %. There are pros and cons using either which you can google compared to what you want to use it for. I used %.

As for position, it's how a content box is related to other elements on the page. Read more on it here: https://www.w3schools.com/css/css_positioning.asp

If there are any code mistakes, simply removing the "position" attribute or changing it to something else can help. I wouldn't mess around with this too much unless it's really needed. For Shopify the content boxes tend to go with a nice flow but you never know =)

Footer

The changes I made in the footer can be found in the code -> sections -> footer.liquid :

For social icons (currently line: 120-143) :

```
{% if section.settings.footer_social_icons %}
  <div class="one-fifth column medium-down--one-whole" style="width: 100%; display:
inline-block; float:left;">
    <h6 class="social"style="display: inline-block;">{{ 'layout.general.social' | t }}</h6>

    {% render 'social-icons' %}

    <a target="_blank"
href="https://www.tripadvisor.com/Restaurant_Review-g189541-d12789202-Reviews-Impact
_Roasters-Copenhagen_Zealand.html">
      <div>
        <img src={{ 'TripAdvisor_WithBG.png' | asset_img_url: '300x' }} alt="Impact Roasters on
TripAdvisor" style=" display:inline-block; float:left; width:32px; height: 32px; border-radius:
50px; margin: -25px 0px 10px 5px; ">
      </div>
    </a>

    <a target="_blank"
href="https://www.google.com/maps/place/Impact+Roasters+@+Langgade+Station/@55.66
```

6954,12.5021032,17z/data=!4m7!3m6!1s0x465253ee19be012d:0x36a1679f2e5b3f83!8m2!3d55.666954!4d12.5042919!9m1!1b1">

```
<div>
  <img src={{ 'GOOGLEiccon__TripAdvisor_WithBG.png' | asset_img_url: '300x' }}
  alt="Review Impact Roasters on Google" style=" display:inline-block; float:left; width:32px;
  height: 32px; border-radius: 50px; margin: -25px 0px 10px 10px; ">
</div>
</a>
</div>
```

If you want to add another icon, upload the img as a png and fill out:

```
<a target="_blank" href="">
  <div>
    <img src={{ " | asset_img_url: '300x' }} alt="" style=" ; ">
  </div>
  </a>
</div>
```

Step by step:

- 1) put link between "" after href, e.g. ... href="facebook.dk"> ...
- 2) Put in name of the image between "", example: {{ 'GOOGLEiccon__TripAdvisor_WithBG.png' | asset_img_url: '300x' }}
- 3) Give it an alt - something that comes up if you hover over it if the picture doesn't load. Example: alt="Review Impact Roasters on Google"
- 4) Style it how you want! You can see what I used in the code above, ex: style="display:inline-block; float:left; width:32px; height: 32px; border-radius: 50px; margin: -25px 0px 10px 5px;" but that would place the icon at the exact same place. Moving around with the margin etc. can help change position.

For mobilepay (currently line 192-194):

```
<div class="payment_methods">
  <img src={{ 'mobilepay.png' | asset_img_url: '300x' }} class="w3-round-small"
  alt="mobilepay" style=" width:44px; height:26px; margin: 0px 5px 22px;">
  {% for type in shop.enabled_payment_types %}
```

Same step by step as adding a social icon (use own image as well), but should just be put under the class "payment_methods".

```
<div class="payment_methods">
  <img src={{ " | asset_img_url: '300x' }} class="" alt="" style=" ">
  {% for type in shop.enabled_payment_types %}
```

Mobile only

Normally the code you write will be presented both on desktop and mobile version. However, sometimes it doesn't make sense to have the content shown in the same way since there's different screen resolution etc.

Adding code with @media screen ONLY change stuff on the mobile version.

```
@media screen and (min-width: preferred-sizepx) {
```

Insert code here!!

```
}
```

I used this for the drop down menu.