infigo ACADEMY

Making the most of Content Templates

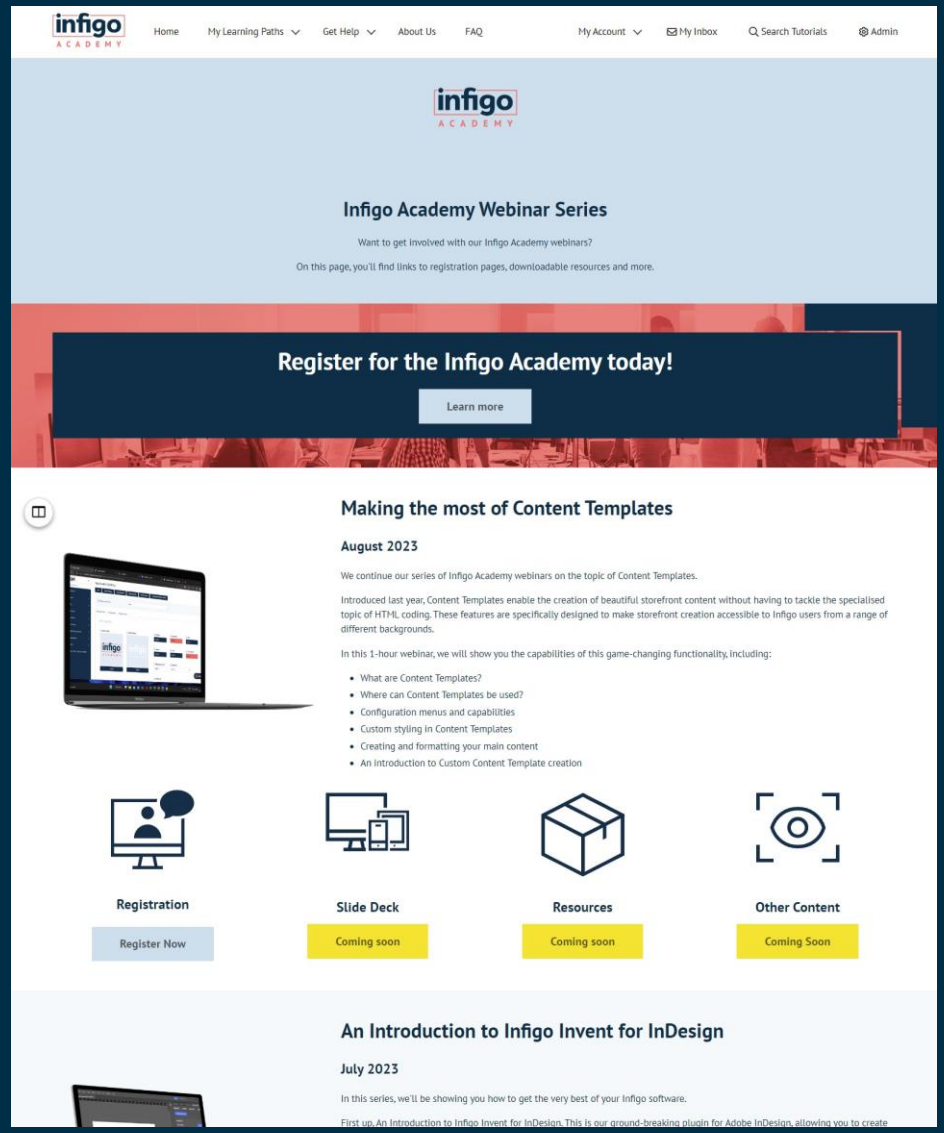
Psst, scan me to learn about the new **Academy Portal.**

Resources for this webinar

Resources are available for viewing / download from the Infigo Academy from the following link:

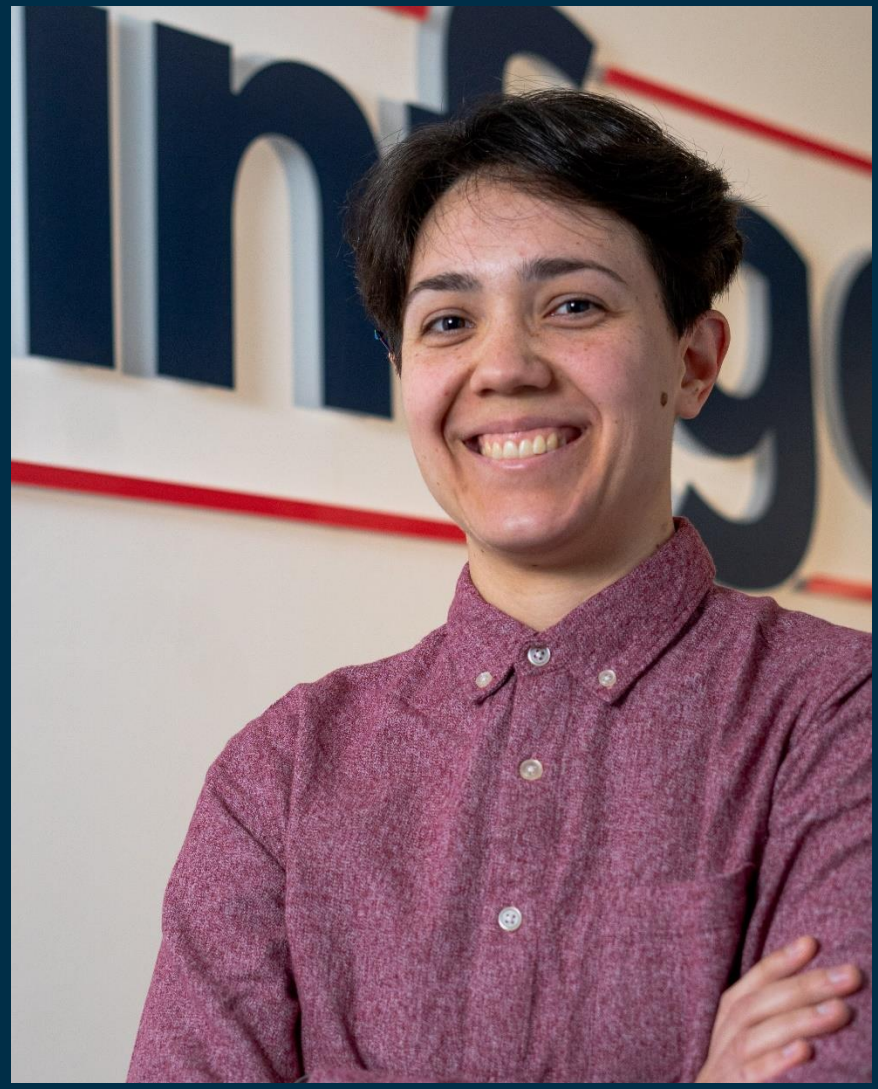
https://training.infigosoftware.com/academy/t/WebinarResources

This link will also be placed in the chat.



Product Champion for UI

- Our Customer Support team have responsible areas for which they are designated Product Champions.
- The Product Champion for Content Templates and wider UI (User Interface) queries is Ashleigh Bacon.
- Ashleigh has been with Infigo since January 2023 and has quickly made her skills known to both our team and our customers.
- Send any UI related queries via the usual Zendesk channels.



infigo ACADEMY

Agenda

What are Content Templates?

Where can Content Templates be used?

Understanding “Building Blocks”

Configuration menus and capabilities

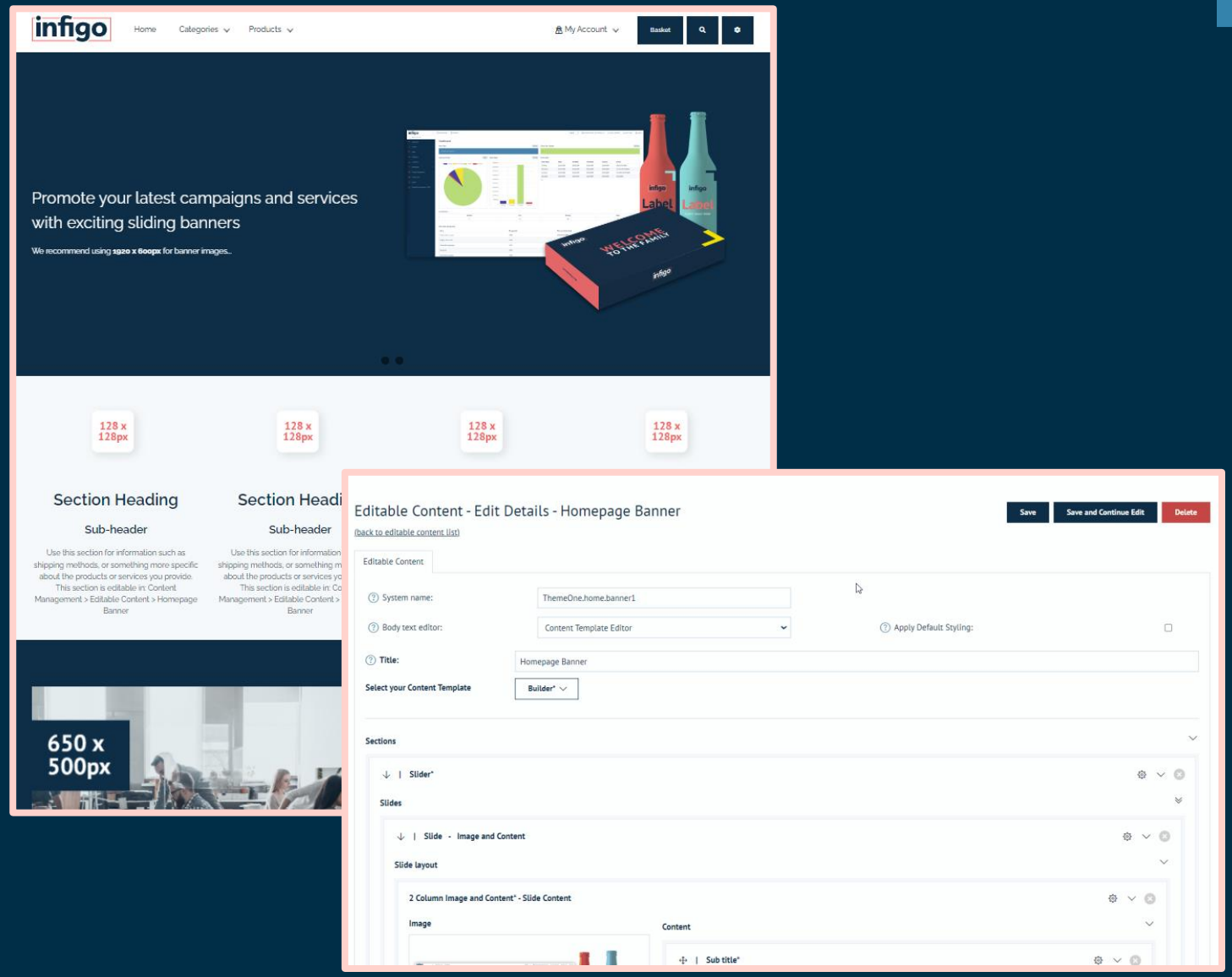
Creating and formatting your main content

Custom styling in Content Templates

An introduction to Custom Content Template creation

What are Content Templates?

- Content Templates enable the creation of beautiful storefront content without having to tackle the specialised topic of HTML coding.
- Features specifically designed to make storefront creation accessible to Infigo users from a range of different backgrounds.
- Construct website content using intuitive building blocks and context relevant settings
- Infigo provide pre-made, default templates to get you started, but advanced users can create fully customised templates



What are Content Templates?

Content Templates

HTML, CSS & Javascript code with configurable areas.

Provide you with the core code to structure your site, whilst giving you the flexibility to add things where needed using an intuitive interface.

Default templates

Templates provided by Infigo to cover most needs.

- Header
- Footer
- Content
- Builder
- FAQ

Custom templates

Create your own bespoke templates using custom code and custom variables

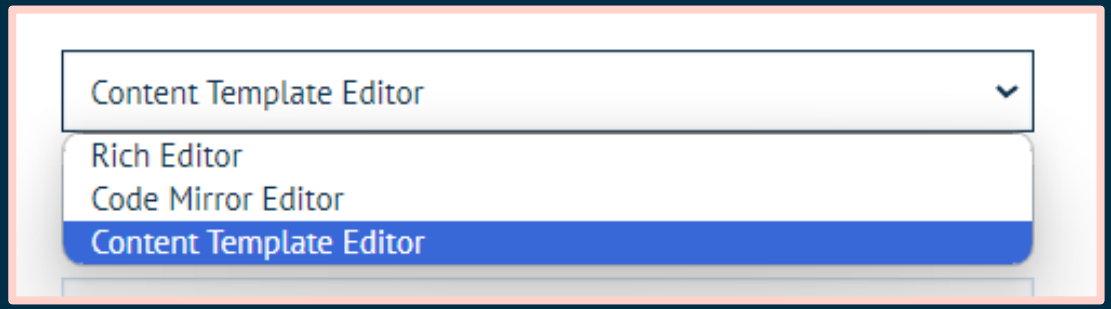
Aimed at those with coding experience

Where can Content Templates be used?

Far more than just a way to make your home page, Content Templates can be used and applied all over your Infigo storefronts. Some examples include:

- Product landing page
- Category page
- Content pages
- News Article
- Blog Post
- Editable Content
- Email Message Template

Check wherever you get a choice of editor, you may see the option to apply Content Templates

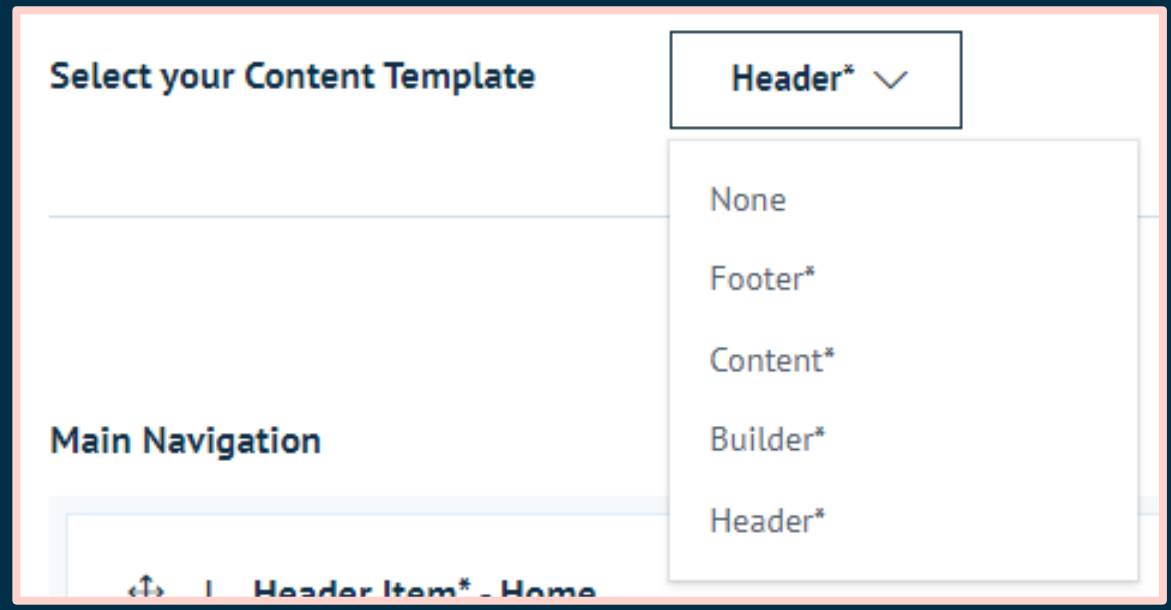


Understanding default Content Templates

Infigo provide a selection of templates ready to use on any Infigo storefront, covering a range of scenarios.

- Header
  - Used solely for the creation of your site header
  - Provides the ability to define header items, menus and sub menus
  - For use in the “Header” editable content block

- Footer
  - Used solely for the creation of your site footer
  - Options are bespoke to the creation of this section
  - For use in the “Footer” editable content block



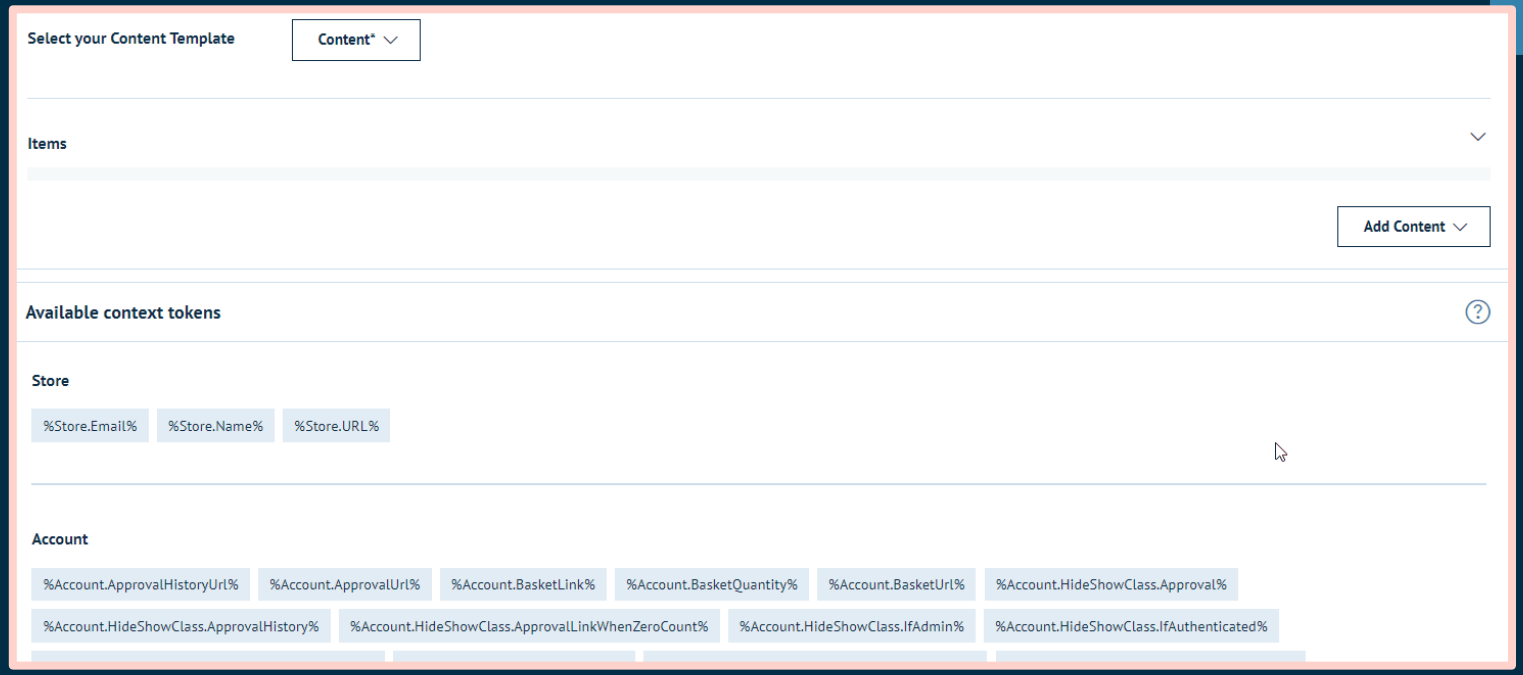
Understanding default Content Templates

Infigo provide a selection of templates ready to use on any Infigo storefront, covering a range of scenarios.

Content

Allows the input of one or more specific content items, such as images or text, with minimal layout formatting

Added content will be displayed one above the other, in the order defined during the creation process



Understanding default Content Templates

Infigo provide a selection of templates ready to use on any Infigo storefront, covering a range of scenarios.

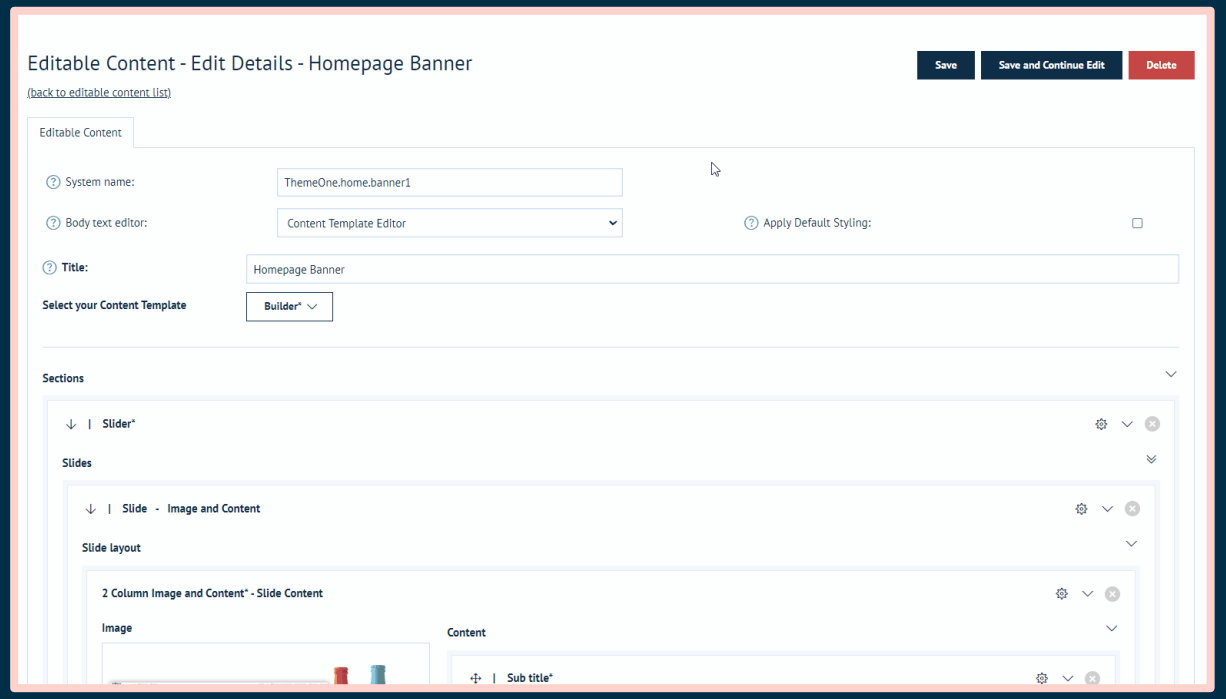
Builder

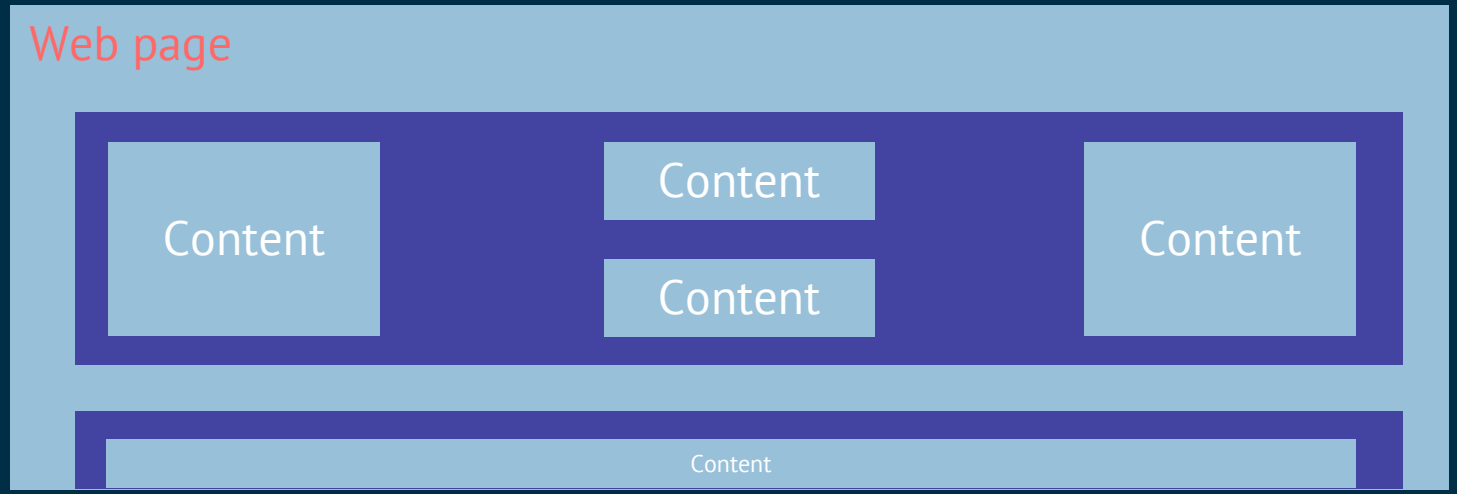
Create fully customised layouts in which to display your content

Constructed using nested building blocks, providing an intuitive interface

Include:

- Columns
- Blocks
- Sliders
- Tiles
- and much more...





Understanding custom Content Templates

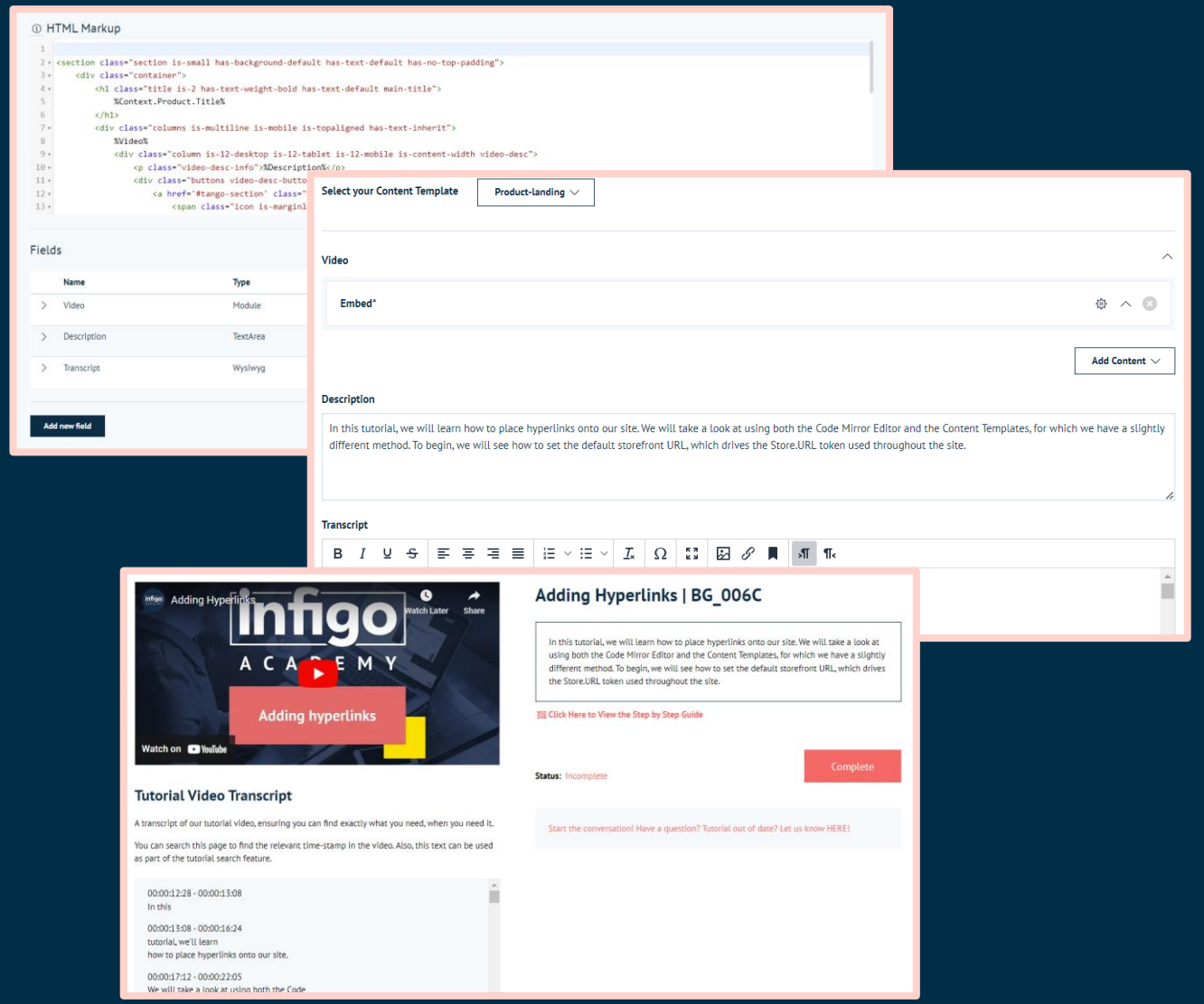
Custom Content Templates allow users to generate their own reusable template formats.

Requires the writing of boilerplate HTML code, interspersed with various modifiable fields accepting input data.

Requires coding knowledge to generate custom templates.

Very useful for ensuring conformity wherever the template is used.

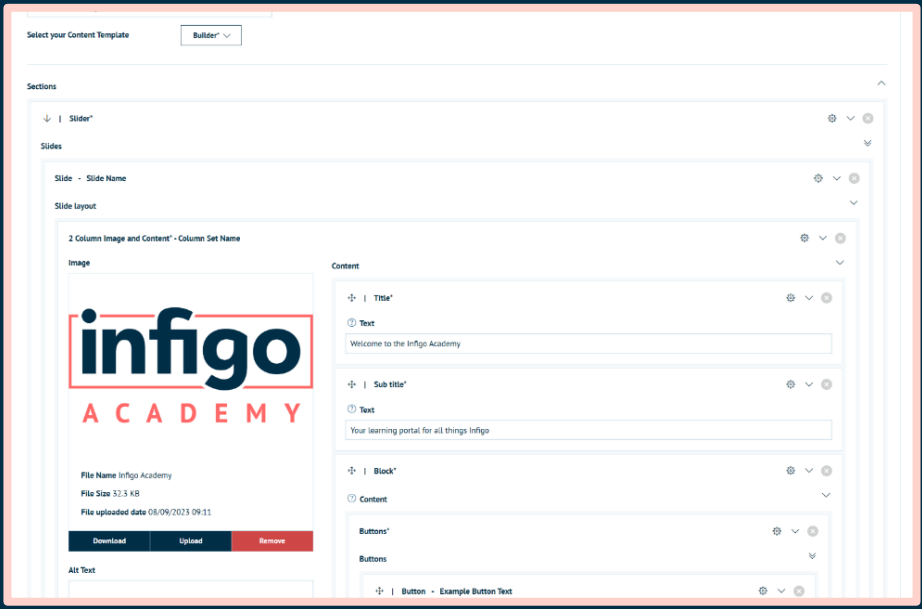
For example, using a custom template on a product landing page ensures all will appear identically formatted with minimal effort from the admin.

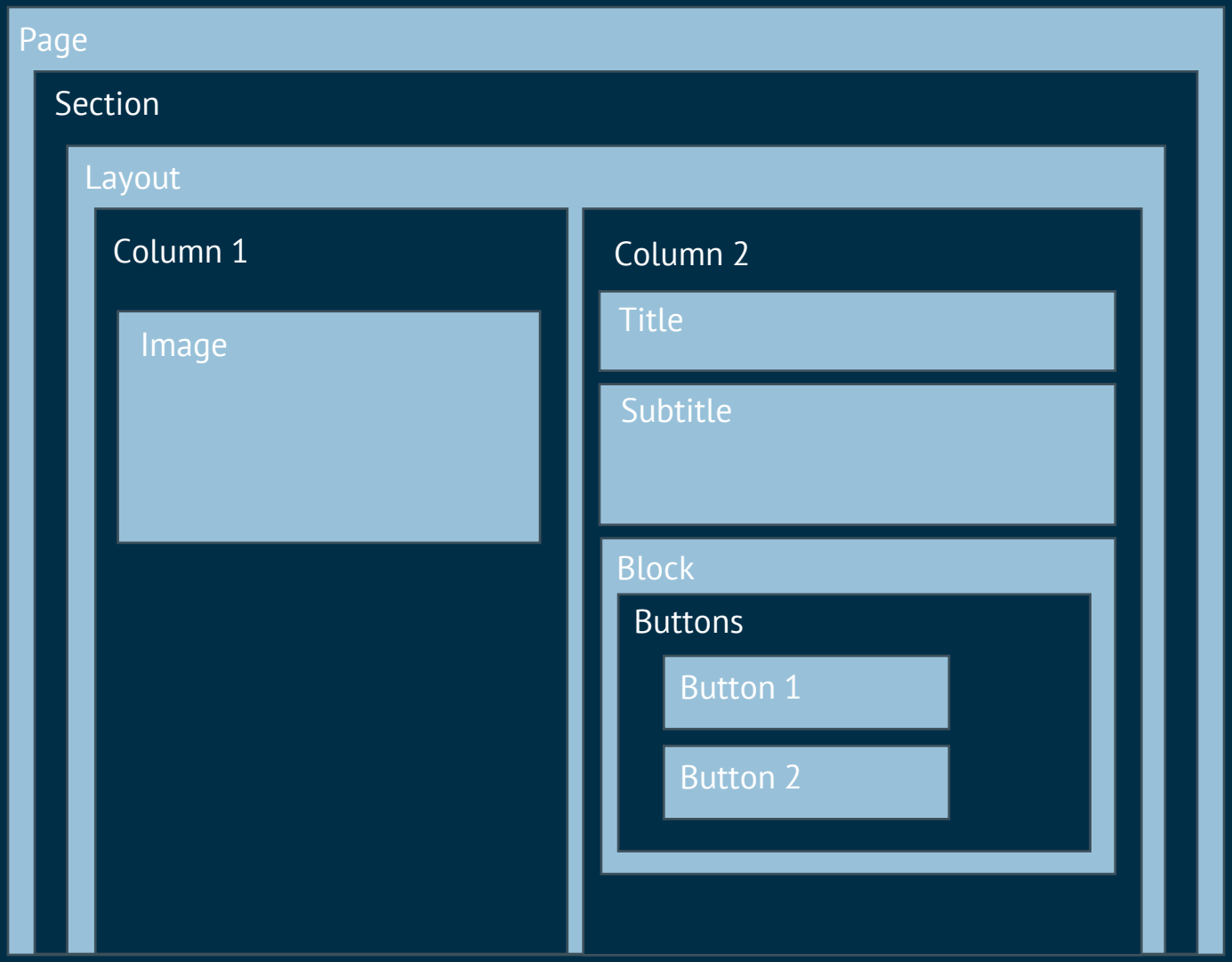


Understanding “building blocks”

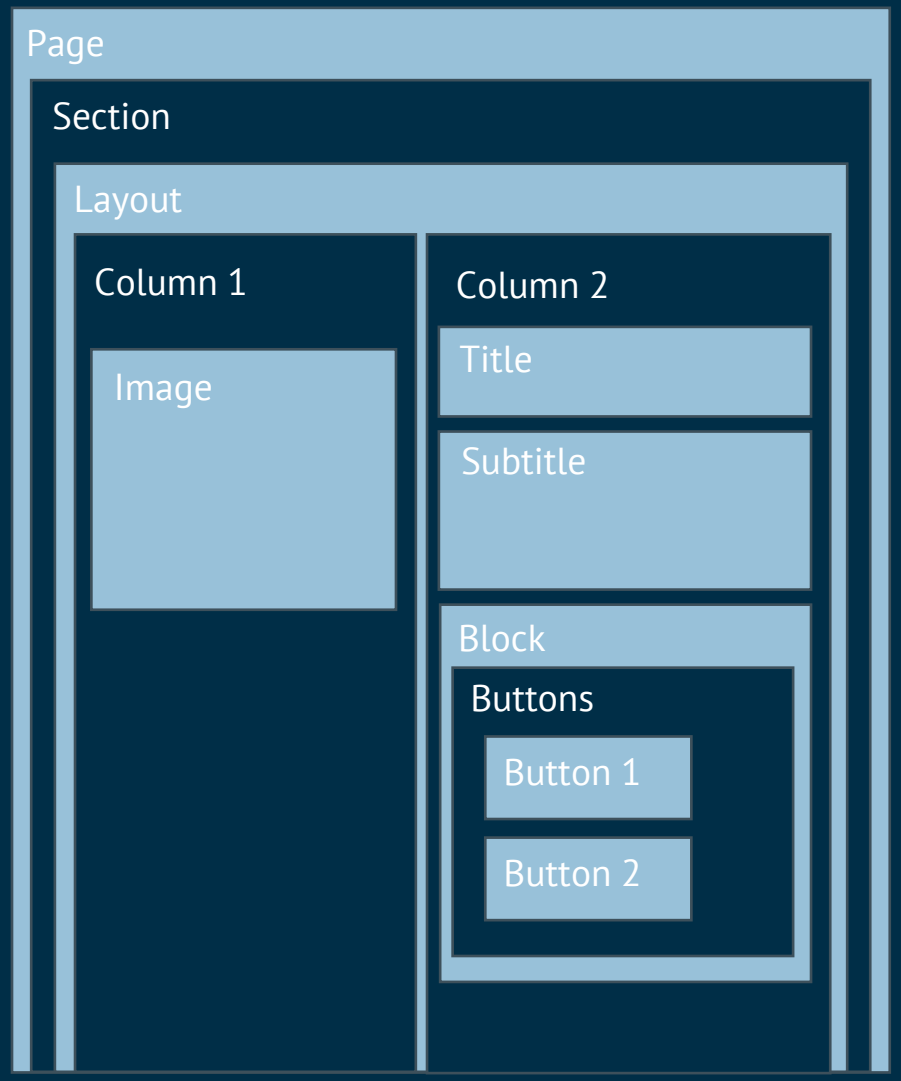
The building blocks of Content Templates are our intuitive way of generating complex formatted content.

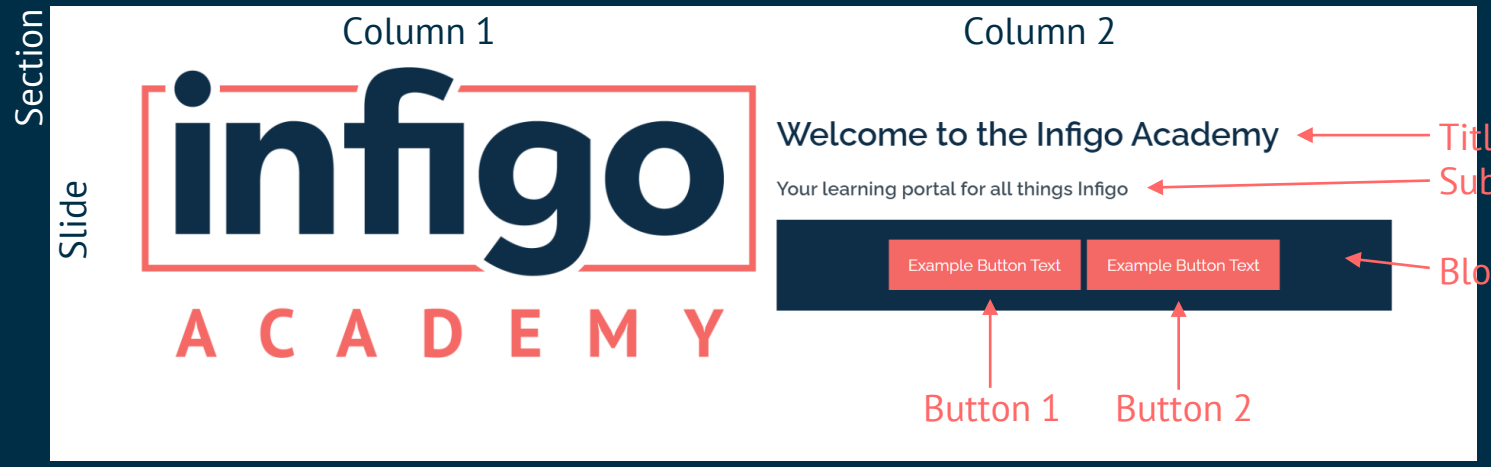
By constructing blocks within other blocks, we can easily understand how items will be structured on a page.





Understanding “building blocks”





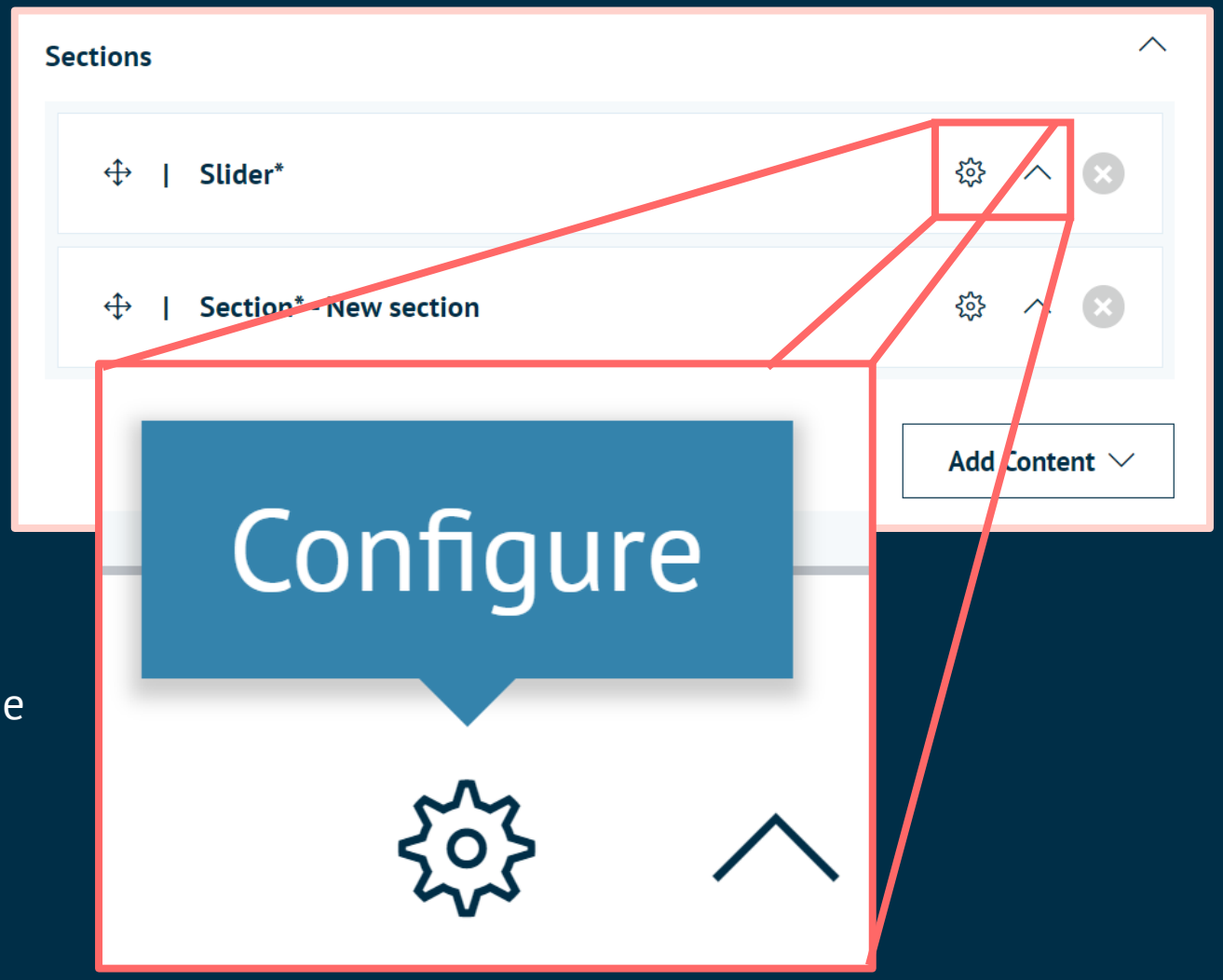
Configuration Options

Many of the building block types have additional configuration options.

This can include:
- Colour alterations
- Padding
- Alignment
- Etc

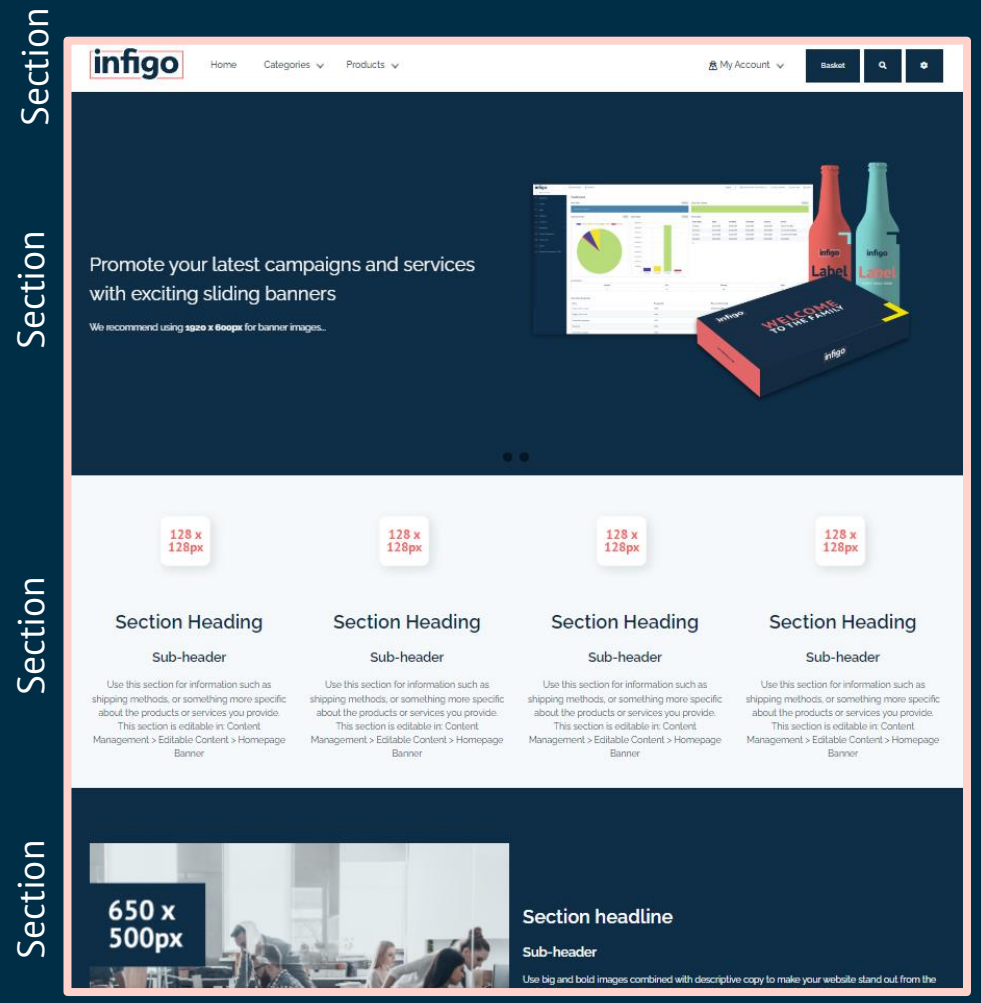
Each block type will have different configuration options.

All are accessed from the gear icon displayed on the block.



Sections

- **Structural Blocks:** Sections are like building blocks that help organize a web page. They divide the content into different parts, making it easier to manage and understand.
- **Content Grouping:** Each section groups related content together. For example, a "Header" section might contain the website's logo and navigation, while a "Footer" section could hold contact information and links.
- **Visual Layout:** Sections also contribute to the visual layout of a webpage. They help define where different elements like text, images, and buttons should go, creating a clear and pleasing arrangement.



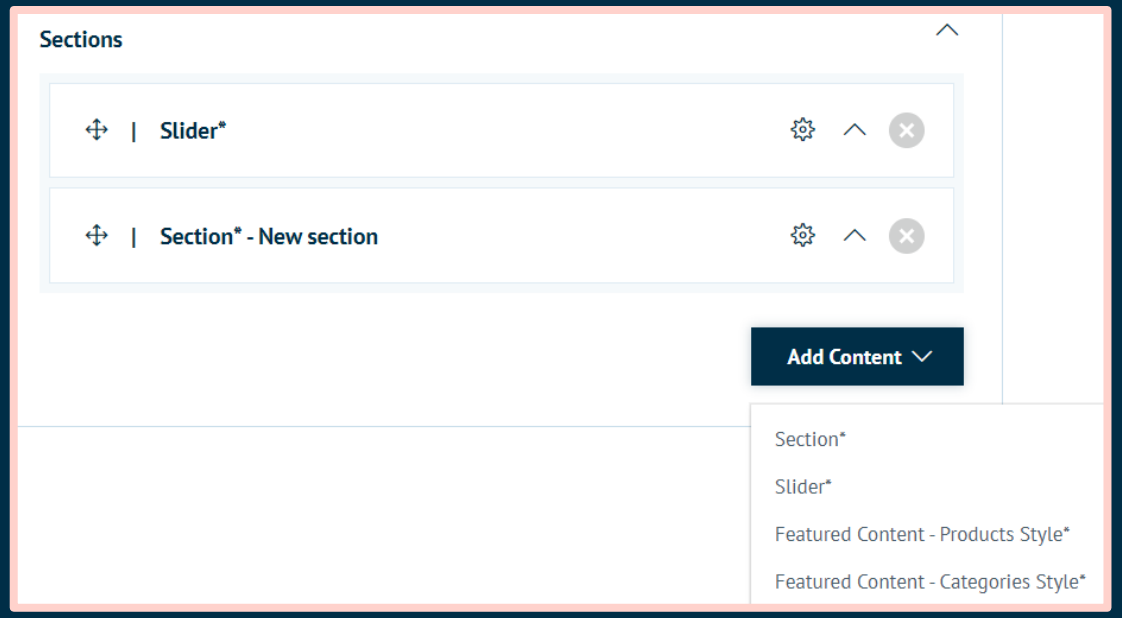
Sections

When generating Content Templates, users have several “Sections” options to choose from.

Numerous sections can be added to the page body.

Numerous content items can be placed within one section.

- Section* | A general section template, facilitating placing content into customized columns.
- Slider* | A scrolling slider, facilitating sections with differing appearances.
- Featured Content – Products Style* | Manual content input, replicating the style of featured products
- Featured Content – Categories Style* | Manual content input, replicating the style of featured products.

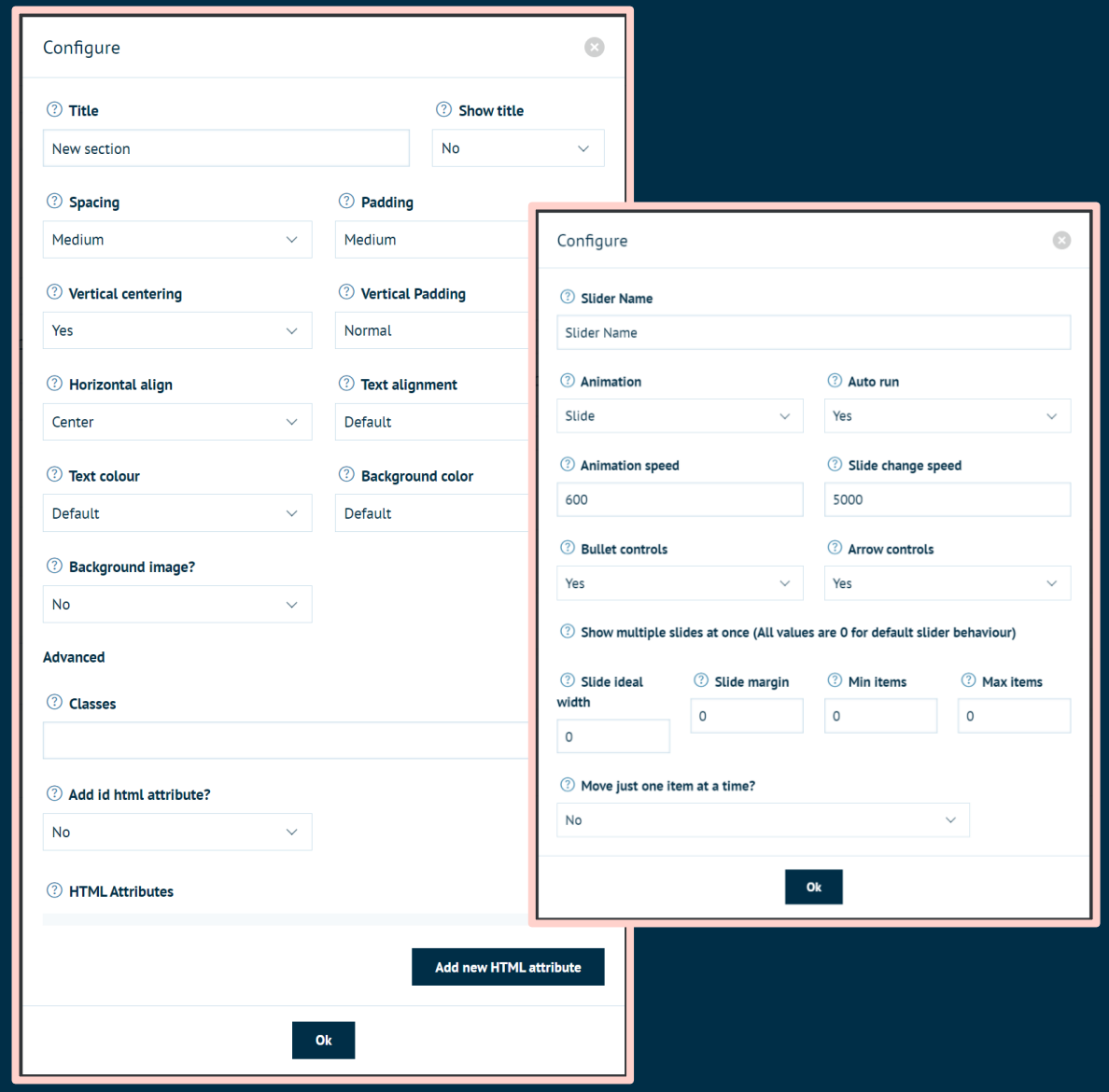


Sections

Facilitates full control over section design, in addition to adding content to the section.

Configuration options include:

- Background colours
- Background imagery and placement
- Padding, spacing and centering
- Text alignment and colour (unless overridden in nested blocks)
- Transition speed
- etc



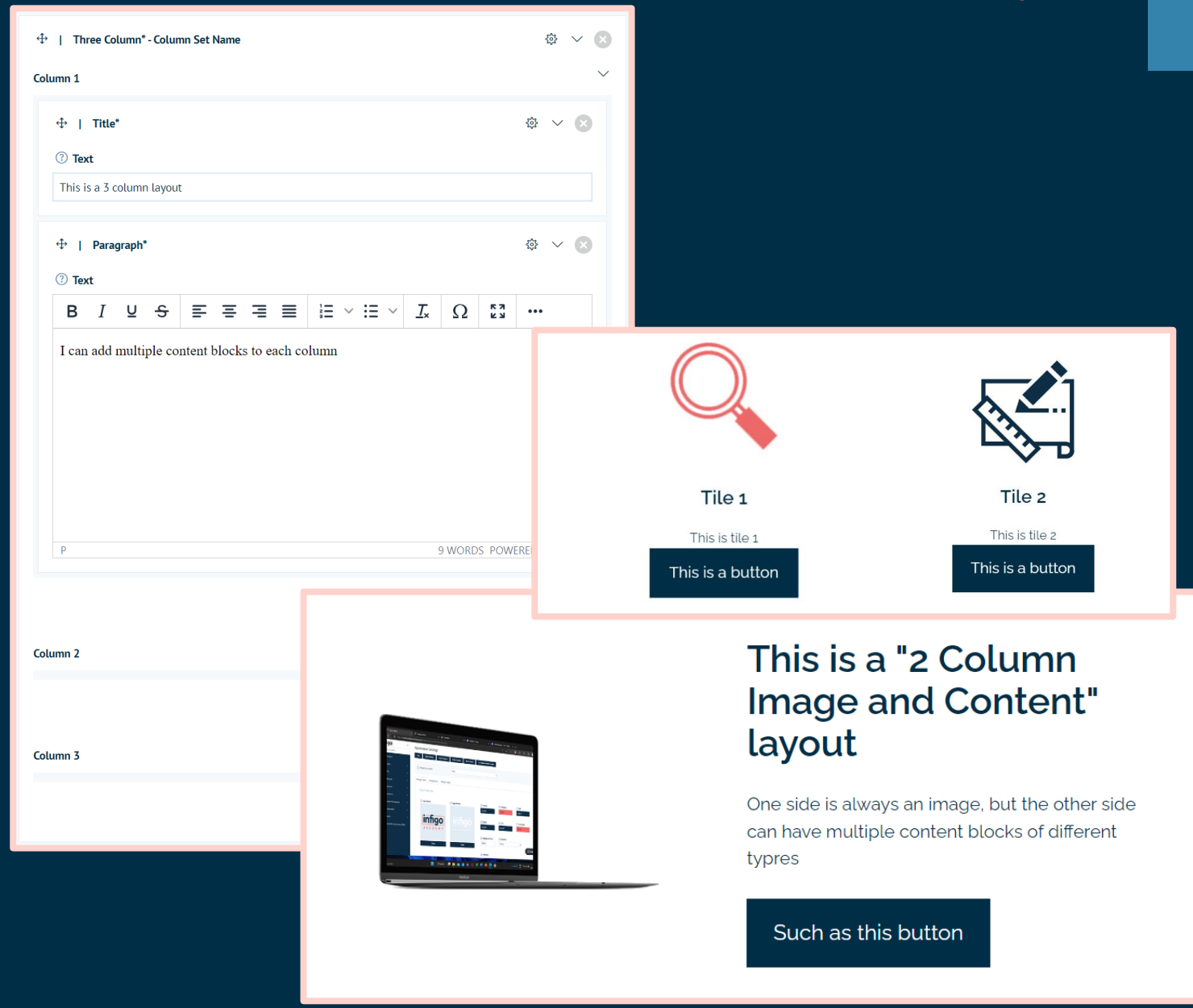
Sections > Layouts

Allows you to specify how the content within a section is displayed.

- Primarily involves selecting a number of columns (from 1 to 4)
  - These will provide equal width columns spanning the section

- 2 Column Image and Content* | Two equal columns, preconfigured to accept an image on one side and additional content on the other
  - The additional content can be of numerous types

- Featured Tiles* | Specify individual tiles, with pre-configured fields for elements such as image, links, titles and buttons.



Sections > Layouts > Custom Columns

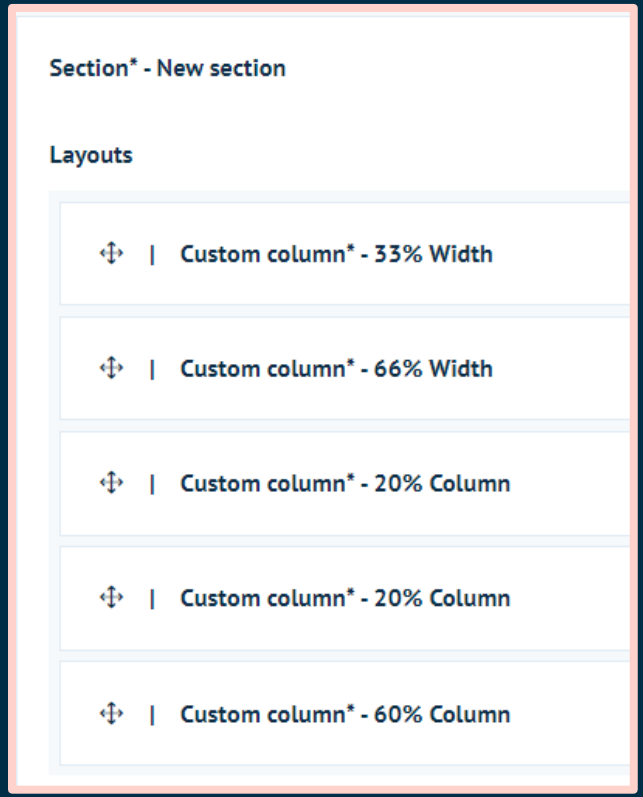
Admins can define the width of columns

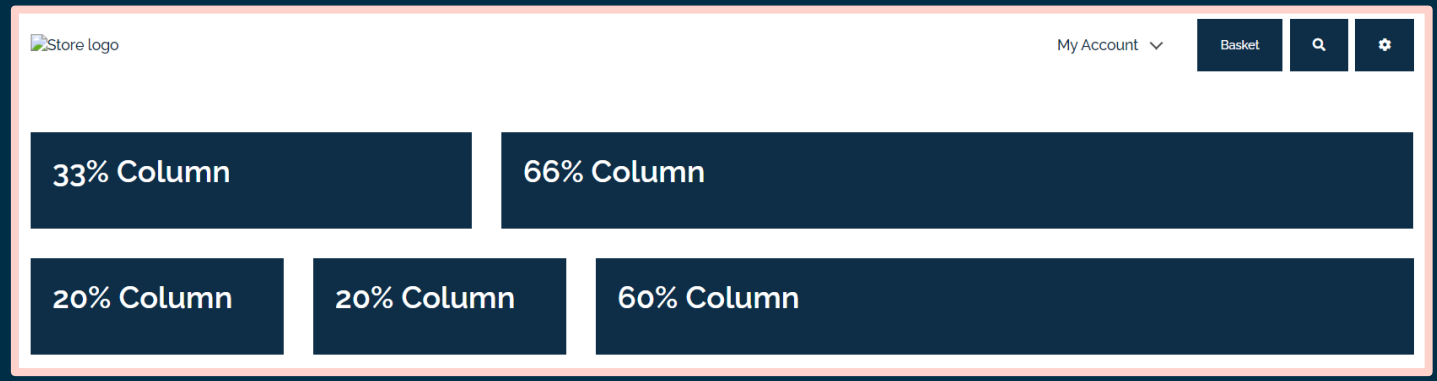
Facilitates creating columns of different widths spanning the section

For example, a 33% section and a 66% section will be viewed side-by-side

Multiple items of content can be added to each column

If the next column in the list doesn't fit in the remaining space, it will be placed below on the page





Content

A range of element types to place within your formatted pages.

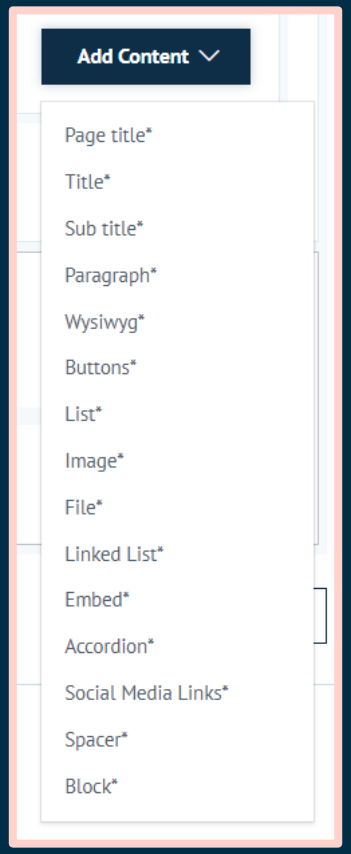
Infigo gives you the ability to define a wide range of content types.

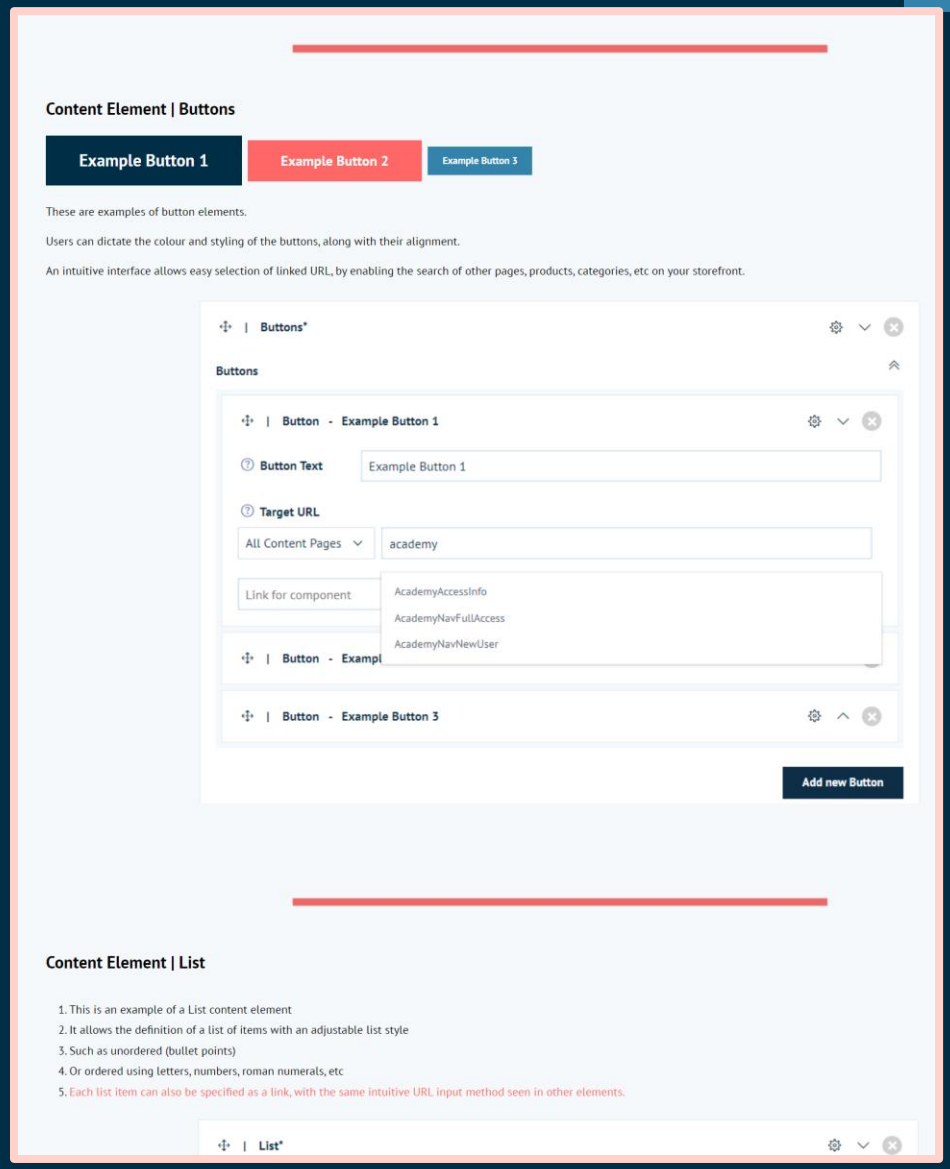
Find additional details on the available content types, here.

Each content type has its own set of relevant configuration options.

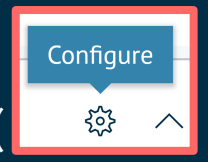
Examples of available content types include:

- WYSIWYG
- Image
- Button
- Embed





Custom Styling



Configuration options ( ) will often show fields for “Custom” entries.

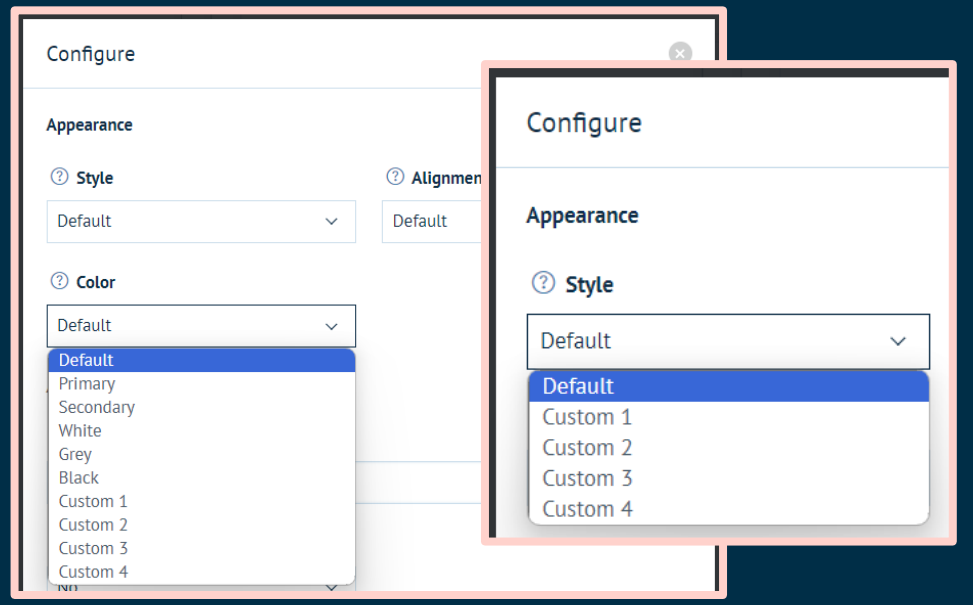
These can be found throughout the use of Content Templates, in fields such as:

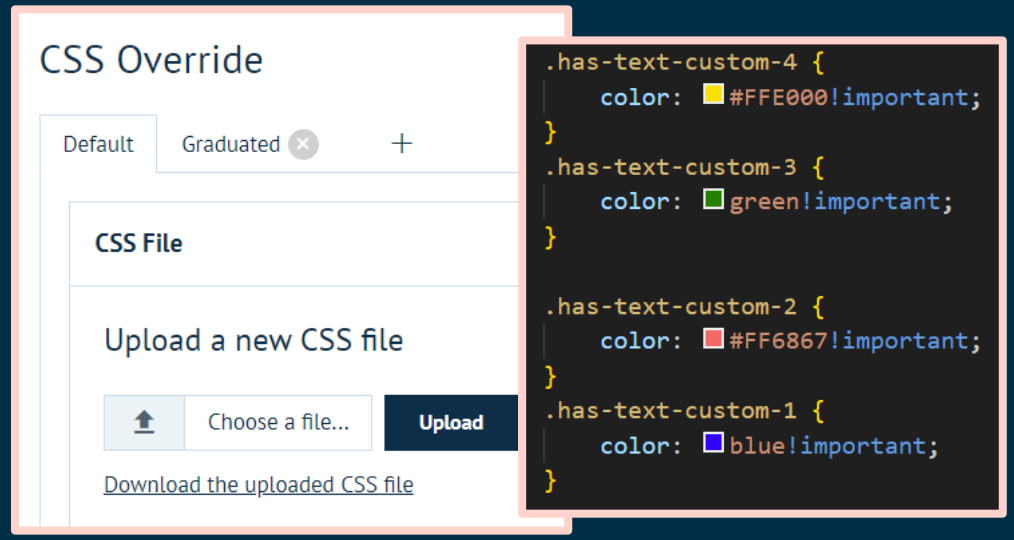
- Colour
- Background
- Styling

- Custom entries allow you to define colours / styling, beyond the primary and secondary colours detailed in Appearance Settings.

- Custom entries have to be defined as part of the CSS Override functionality

- NOTE: Custom modifications to your storefront using CSS Override is not covered by our Customer Support team.





Tokens

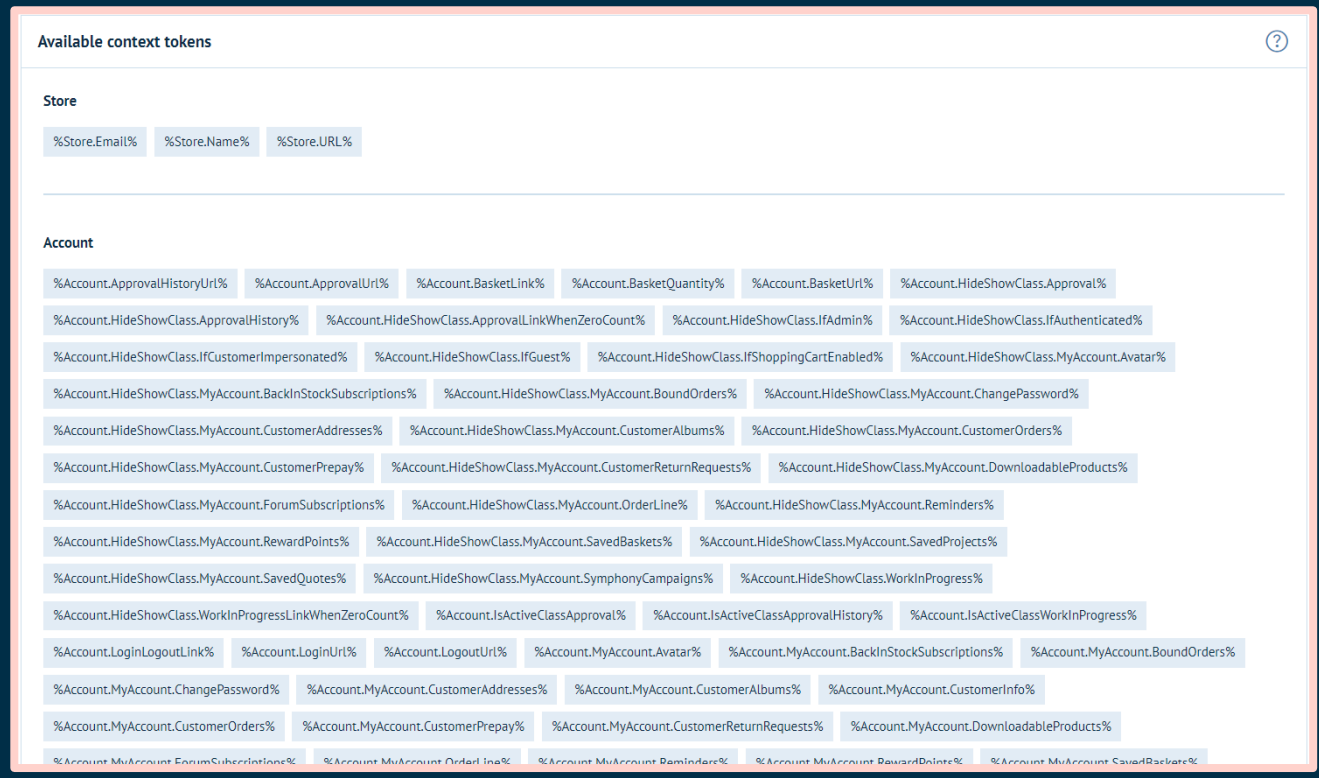
Tokens are available on many screens where Content Templates are utilised, such as within Editable Content blocks.

Tokens allow for the use of dynamic data from elsewhere in Infigo. This covers a range of information, including:

- Account details
- Modules
- Order information

Tokens are often contextual, and will change depending on where you view them.

They are not exclusive to Content Templates, but can be utilised within them.



An introduction to custom Content Templates

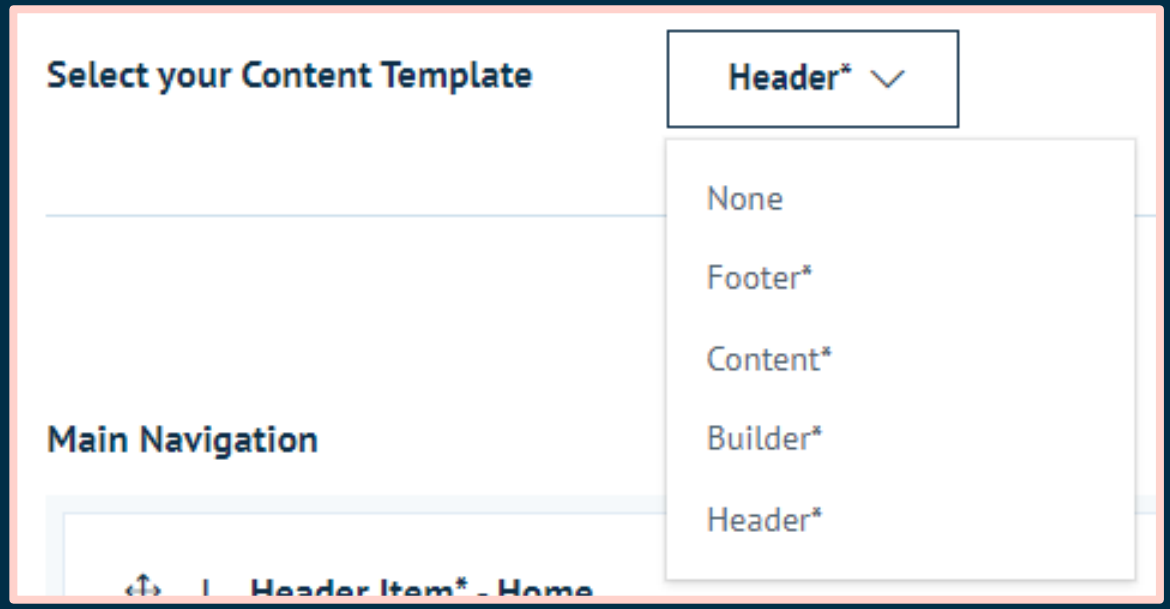
Users with knowledge of writing HTML and Javascript can create their own Content Template designs.

Create your own reusable templates, in the same way “Builder”, “Header” or “Footer” are selected.

Requires the writing of boilerplate HTML code, interspersed with various modifiable fields accepting input data.

Very useful for ensuring conformity wherever the template is used.

For example, using a custom template on a product landing page ensures all will appear identically formatted with minimal effort from the admin.

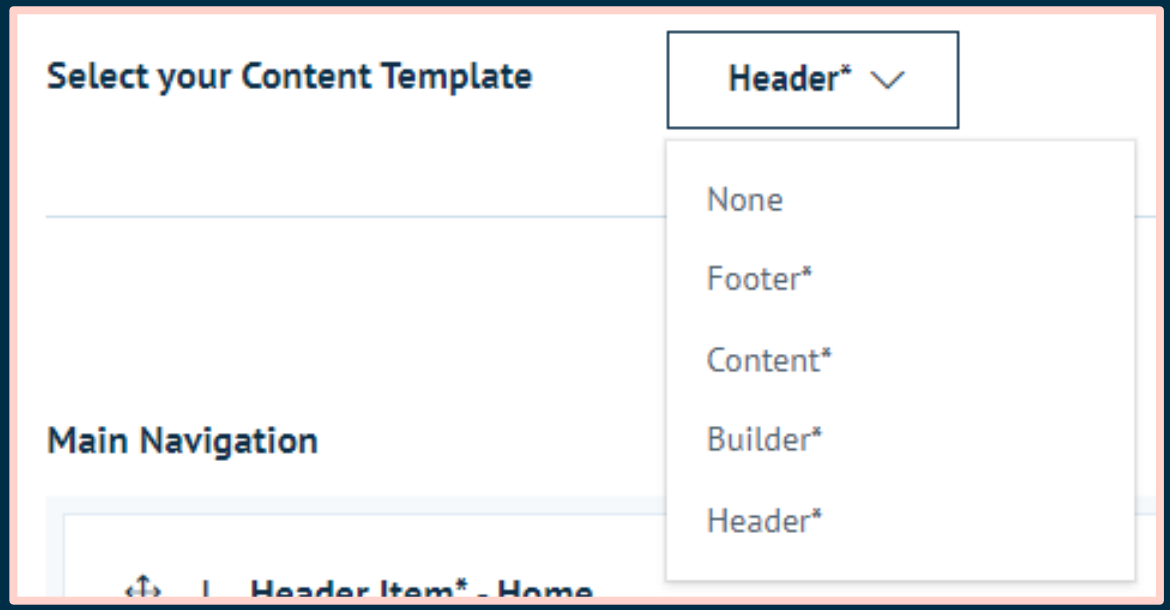


An introduction to custom Content Templates

Although available to all users, the Content Template tab is not enabled on platforms by default. Please put in a request with our Customer Support team if you wish to access it.

NOTE: Custom Content Templates will not be covered as part of your support plan.
Whilst we are able to create or troubleshoot custom Content Templates for you, this would class as consultancy with Infigo's Professional Services team.

Custom Content Templates should only be tackled by users comfortable with HTML and Javascript.



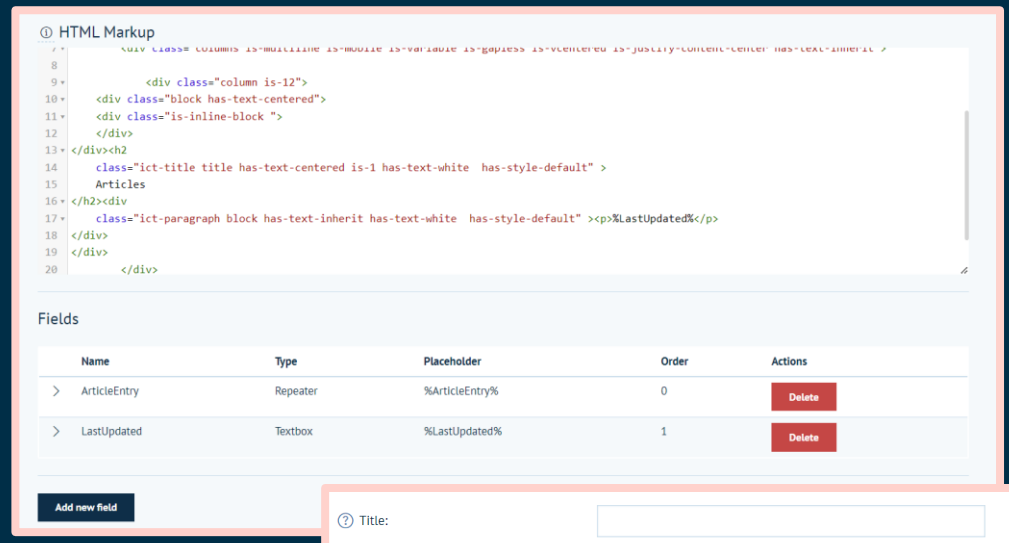
An introduction to custom Content Templates

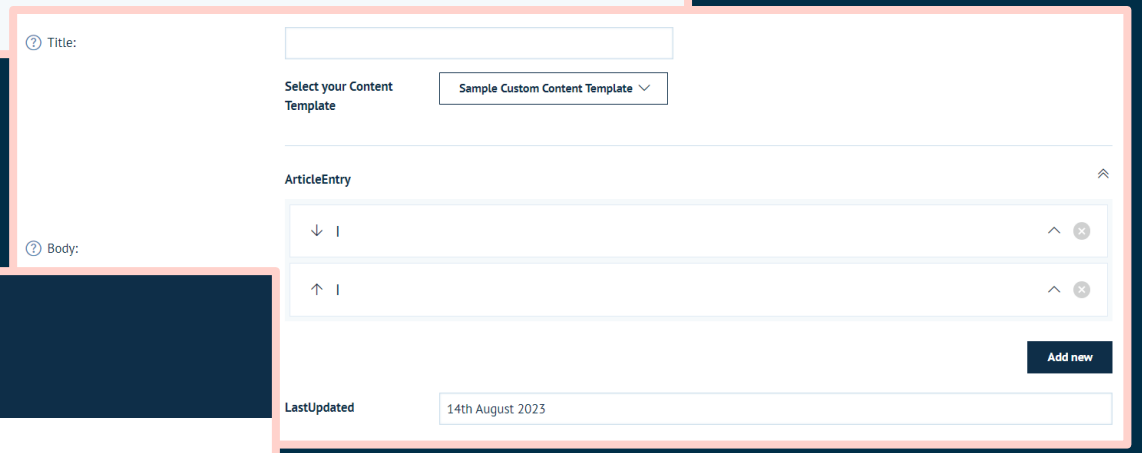
The basic principle behind customised Content Templates is the writing of code, then replacing certain sections of the code with variable fields.

These fields are what would be populated when you select the Content Template for use, on a product page or content page, for example.

These fields can cover a range of data types, including:

- Images
- Text
- Checkbox
- Dropdown
- Repeaters
- Modules





infigo ACADEMY

Q&A

www.infigo.net | +44 (0)330 460 0071 | sales@infigo.net

Unit 10 Enterprise Park, Lewes Road, Lindfield, West Sussex, RH16 2LH