



Site Customization Guide

January 2021

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Site Customization Introduction

The Website Customization feature enables you to customize the various elements on your site that interact with the Global-e solution.

Site customization is performed as part of the initial Global-e integration process, and thereafter according to your marketing or strategic requirements.

Access the Site Customization (Merchants > Site Customization) to customize the following site elements:

[Welcome Pop-up](#)

[Country Switcher Pop-up](#)

[Free Shipping Banner](#)

[Checkout Pop-up](#)

Welcome Popup
Switcher Popup
Free Shipping Banner
Checkout

English (default)

Text Editor

Titillium Web
16
B I U AA Ix A

WE SHIP TO {COUNTRY}

Welcome!

You can easily:

- Shop in your local currency
- {Shipping message}
- {Duties payment message}

Automatic Text

- {Country} - Copy & paste this placeholder to add the shopper's country (variable) to your text.
- {Shipping message} - Copy & paste this placeholder to display a shipping offer related to the shopper's country. See preview on the right for the different message versions.
- {Duties payment message} - Copy & paste this placeholder to display a duties payment option related to the shopper's country. See preview on the right for the different message versions.

Note: We advise to use our automatic text bullets to give your shoppers a clear message about their shipping option and tax and duty payment.

Design Settings

☐ Show your logo

Note: The logo size and alignment configured in this section will affect the appearance of the logo in all other instances.

Buttons:

☒ Upper button (continue shopping)

☐ Lower button (switch country)

Continue to shop

Titillium Web
16
I U AA Ix

	Text color	Body color	Border color
Normal mode	☐	☒	☐
Hovering mode	☒	☐	☒

Reset to default

Preview

WE SHIP TO THE UNITED STATES

Welcome!

You can easily:

- Shop in your local currency
- Free shipping on all orders above \$ 100.00
- Duties & Taxes Calculated at Checkout - Choose to Pay Now or Later

CONTINUE TO SHOP

CHANGE YOUR SHIPPING COUNTRY

Preview Options

Free shipping ⓘ

☒ available ☐ unavailable ☐ to all

Duties at checkout ⓘ

☒ payable ☐ hidden ☐ partial

Cancel Save

Saving your Changes

After making the desired changes in the relevant elements:

- Click **Save** to apply the changes.
- Click **Cancel** to cancel the changes.
- Click **Reset** to default to reset the web element to its default appearance and setting.

Welcome Pop-up

The Welcome pop-up appears when a visitor initially lands on your site. You can customize the pop-up.

The following figure shows an example of the Welcome pop-up within the Site Customization screen.

English (default) ▼

Text Editor

Titillium Web 16 B I U AA Ix A ☰ ☷ ☹ ☹ ☹ ☹ ☹

WE SHIP TO {COUNTRY}

Welcome!

You can easily:

- Shop in your local currency
- {Shipping message}
- {Duties payment message}

Automatic Text

- {Country} - Copy & paste this placeholder to add the shopper's country (variable) to your text.
- {Shipping message} - Copy & paste this placeholder to display a shipping offer related to the shopper's country. See preview on the right for the different message versions.
- {Duties payment message} - Copy & paste this placeholder to display a duties payment option related to the shopper's country. See preview on the right for the different message versions.

Note: We advise to use our automatic text bullets to give your shoppers a clear message about their shipping option and tax and duty payment.

Design Settings

☐ Show your logo

Note: The logo size and alignment configured in this section will affect the appearance of the logo in all other instances.

Buttons:

☒ Upper button (continue shopping)

☐ Lower button (switch country)

Continue to shop

Titillium Web 16 I U AA Ix

Text color Body color Border color

Normal mode ☐ ☒ ☐

Hovering mode ☒ ☐ ☒

Preview

WE SHIP TO THE UNITED STATES

Welcome!

You can easily:

- Shop in your local currency
- Free shipping on all orders above \$ 100.00
- Duties & Taxes Calculated at Checkout - Choose to Pay Now or Later

CONTINUE TO SHOP

CHANGE YOUR SHIPPING COUNTRY

Preview Options

Free shipping ⓘ

☒ available ☐ unavailable ☐ to all

Duties at checkout ⓘ

☒ payable ☐ hidden ☐ partial

Reset to default Cancel Save

[Editing the Welcome Pop-up Text](#)

[Using the Shopper's Country Automatic Text](#)

[Using the Shipping Message Automatic Text](#)

[Using the Duties Payment Message Automatic Text](#)[Showing or Hiding your Logo](#)[Changing the Button Text and Appearance](#)

Editing the Welcome Pop-up Text

The default text in the Welcome pop-up template was originally written in English. The text has been professionally translated from the original English language version into twenty-one languages to suit your localization requirements.

❗ IMPORTANT

- If you edit the text in one of the language versions, the text edits are only applied to that specific language version - the text in the other language versions remains unchanged.
- To avoid having language versions with inconsistent text, when you edit the text of a specific language, apply the same (translated) text edits to the remaining twenty-seven languages
- Three placeholders for automatic text (*Country*, *Shipping message*, and *Duties payment message*) are incorporated in the default text. We advise that you use our automatic text bullets to convey to your shoppers a clear message about their shipping option as well as tax and duty payment.

To edit the Welcome pop-up text:

1. In the language drop-down, select the language version of the text you want to edit.

By default, the English language version of the Welcome pop-up text is displayed in the **Text Editor**.

📌 NOTE

The English language version of the Welcome pop-up is viewed by site visitors from countries that do not have a localized (translated) version of the pop-up.

2. Edit the text in the **Text Editor** section, use the text formatting tools to change the appearance and alignment of the text.

📌 NOTE

Unlike text edits, using formatting and alignment tools affect all language versions. For example, if the font size was increased in the Dutch language version, it will also be increased in all the other language versions.

3. Use the Preview pane to view or review your changes.
4. Click **Save** to apply your changes.
5. If required, select an additional language from the language drop-down, and repeat steps 2 - 4.

Using the *{Shopper 's country}* Automatic Text

The default Welcome pop-up text contains a *{Country}* parameter incorporated into the title by default. This parameter informs shoppers that the goods can be delivered to their country.

To use the *{Country}* parameter and add it to your message:

1. Copy the *{Country}* automatic text placeholder and insert it into your text. The parameter inserted shows the shopper's country.

Example: We ship to *{Country}* = We ship to *Germany*

2. Click **Save** to apply the changes.

Using the *{Shipping message}* Automatic Text

The default Welcome pop-up text contains a *{Shipping message}* parameter incorporated into the second bullet in the list. This parameter informs shoppers about the lowest cart range required to qualify for free shipping to their country:

- If the shopper's country requires a minimum order amount to qualify for free shipping, the text will read:

Free shipping on all orders above \$X

(X represents the minimum order sum for free delivery to the shopper's country and is displayed in the shopper's currency).

- If the shopper's country offers free delivery for all orders (for any order sum), the text will read:

Free shipping on all orders!

- If the shopper's country does not offer free shipping, the text will read:

Enjoy our great international shipping rates!

To use the *{Shipping message}* parameter:

1. Recommendation: Leave the automatic text placeholder *{Shipping message}* as is, in the 2nd bullet, to show the shipping message text, as described above. This is to make sure you clearly communicate to your customers the shipping option for which their country is eligible. Note that it is already translated to all languages.

Alternatively, you can override the automatic text with you own text.

2. Click **Save** to apply the changes.

To learn more about shipping options and fees when shipping via Global-e, refer to the [Global-e Marketing Proposition Management Guide](#).

Using the *{Duties payment message}* Automatic Text

The default Welcome pop-up text contains a *{Duties payment message}* parameter incorporated into the third bullet in the list. This parameter informs the shopper about the duties payment option required for their country during checkout:

- If duties are configured to be part of the product price (hidden), the text will read:

All Duties & Taxes are Already Included - No Hidden Fees.

- If duties can be paid at the checkout, the text will read:

Duties & Taxes Calculated at Checkout - Choose to Pay Now or Later.

- If duties are configured to be part of the product price while taxes are paid at checkout (mainly configured for Canada), the text will read:

All Duties are Already Included. Taxes Calculated at Checkout.

To use the {Duties payment message} parameter:

1. Recommendation: Leave the automatic text placeholder {Duties payment message} as is, in the 3rd bullet to show the text as described above. This is to make sure you clearly communicate to your customers the duties payment option for their country. Note that it is already translated to all languages.

Alternatively, you can override the automatic text with you own text.

2. Click **Save** to apply the changes.

You can view the different text options as the customer sees them in the Pop-up Preview pane. Click the various radio buttons under **Free Shipping** and **Duties at Checkout** to view in the Preview pane the various phrases that the Welcome Pop-up shows.

Showing or Hiding your Logo

To show or hide your logo in the Welcome Pop-up:

1. Select the **Show your logo** option to display the logo you uploaded at the beginning of the onboarding process. If required, resize and align the logo.



NOTE

When you apply logo settings in the Welcome pop-up, the changes are also applied to all other instances where your logo is displayed, for example the Checkout page and in customer facing email notifications.

2. Clear the **Show your logo** option to prevent displaying your logo on any pop-up, page, email notifications, and more.
3. Click **Save** to apply your changes.

Changing the Button Text and Appearance

There are two buttons on the default Welcome pop-up: an **upper** button and a **lower** button.

1. Use the formatting and design tools to change the text and appearance of each button in both normal mode and in hover mode.
2. Click **Save** to apply the changes.

Country Switcher Pop-up

The Country Switcher pop-up appears when a visitor lands on your site from a country whose language is supported.

You can customize the pop-up as follows:

[Edit the Country Switcher pop-up text](#)

[Showing or Hiding your Logo](#)

[Change the Appearance of the Drop-downs](#)

[Changing the Button Text and Appearance](#)

Site Customization

Welcome Popup

Switcher Popup

Free Shipping Banner

Checkout

English (default) ▼

Text Editor

Titillium Web ▼
16 ▼

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A
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≡
≡
≡

NOW SHIPPING WORLDWIDE!

Design settings

Note: The logo size and alignment configured in this section will affect the appearance of the logo in all other instances.

☐ Show your logo

Drop-lists:

☒ Upper drop-list (change shipping country)

☐ Lower drop-list (change currency)

Change your shipping country

Titillium Web ▼

16 ▼

Text color

Border color

Buttons:

☒ Upper button (save)

SAVE

Titillium Web ▼

16 ▼

☐ Lower button (cancel)

Text color

Body color

Border color

Normal mode

Hovering mode

Preview

NOW SHIPPING WORLDWIDE!

Change your shipping country

United Kingdom ▼

Change currency

Pound Sterling ▼

SAVE

CANCEL

Reset to default

Cancel

Save

After you make changes to the Country Switcher pop-up, do one of the following:

- Click **Save** to apply the changes
- Click **Cancel** to cancel the changes
- Click **Reset to default** to reset the Country Switcher pop-up to its default appearance and settings

Edit the Country Switcher pop-up text

The default text in the Country Switcher pop-up template was originally written in English. The text has been professionally translated from the original English language version into twenty-one languages to suit your localization requirements.

IMPORTANT

- If you edit the text in one of the language versions, the text edits are only applied to that specific language version - the text in the other language versions remains unchanged.
- To avoid having language versions with inconsistent text, when you edit the text of a specific language, apply the same (translated) text edits to the remaining twenty languages

1. In the language drop-down, select the language version of the text you want to edit. By default, the English language version of the Country Switcher pop-up text is displayed in the **Text Editor**.

NOTE

The English language version of the Country Switcher pop-up is viewed by site visitors from countries that do not have a localized (translated) version of the pop-up.

2. Edit the text in the **Text Editor** section.
 - View the changes in the **Preview** pane
 - Use the text formatting tools to change the text appearance and alignment

NOTE

Unlike text edits, the formatting and alignment tools affect all language versions. Meaning if the font size was increased in the Dutch language version, it will also be increased in all the other language versions.

3. When you have finished editing the text, do one of the following:
 - Click **Save** to apply the text edits
 - Click **Cancel** to cancel the text edits
 - Click **Reset to default** to reset the Country Switcher pop-up to its default appearance and settings
4. If required, select an additional language from the language drop-down, and repeat steps 2 and 3.

Show or Hide your Logo

- Select the **Show your logo** option to display the logo you uploaded at the beginning of the onboarding process. If required, resize and align the logo.

**NOTE**

When you apply logo settings in the Country Switcher pop-up, the changes are also applied to all other instances where your logo is displayed, for example the Checkout page and in customer facing email notifications

- Clear the **Show your logo** option to prevent displaying your logo on any pop-up, page, or email notifications etc.

Click **Save** to apply your selection.

Change the Appearance of the Drop-downs

There are two drop-downs on the default Country Switcher pop-up - an **upper** drop-down and a **lower** drop-down.

1. In the **Dropdowns** section, use the formatting and design tools to change the appearance of both the upper and lower drop-down.
2. When you have finished designing the drop-downs, do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes
 - Click **Reset to default** to reset the drop-downs to their default appearance

Change the Button Text and Appearance

There are two buttons on the default Country Switcher pop-up: an **upper** button and a **lower** button.

1. Use the formatting and design tools to change the text and appearance of each button in both normal mode and in hover mode.
2. When you have finished designing the buttons, do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes
 - Click **Reset to default** to reset the buttons to their default appearance

Free Shipping Banner

Utilize the standard Free Shipping banner as a promotional tool or an informative banner. The Free Shipping banner, by default, is shown in every country, and its promotional message has been conveniently translated into twenty-one different languages to meet your localization needs.

In the Free Shipping Banner Editor, you can make the following changes to the default banner:

[Edit the banner text](#)

[Customize the banner design](#)

[Customize the Banner Text for A Country or Group of Countries](#)

[Show or hide the Free Shipping banner](#)

Site Customization

Welcome Popup
Switcher Popup
Free Shipping Banner
Checkout

☒ Show banner on website

Design settings

Background color

Font
Select an Option ▼

Text color

Height

30

Content (to display translated content - switch to different languages, translate and save your text for each group)

Group A (Default) English (default) ▼

Free shipping to {COUNTRY} on all orders above {CURRENCY}{FREE_SHIPPING_MIN_AMOUNT}

🔧 Create additional group of countries

Preview

Free shipping to The United Kingdom on all orders above £00.00

MyShop.co
Women Men Kids Home
Account

Reset to default

Cancel
Save

After you make changes to the Free Shipping banner do one of the following:

- Click **Save** to apply the changes
- Click **Cancel** to cancel the changes
- Click **Reset** to default to reset the Free Shipping banner to its default appearance and settings

If your site does not currently have the Free Shipping banner and you would like to add it, please contact us at ProSupport@global-e.com

Edit the banner text

1. In the language drop-down, select the language version you want to edit. The editor displays the selected language version of the banner text.
2. In the text editor, edit the text as required.

IMPORTANT

- If you edit the text in one of the language versions, the text edits are only applied to that specific language version - the text in the other language versions remains unchanged.
 - To avoid having language versions with inconsistent text, when you edit the text of a specific language, apply the same (translated) text edits to the remaining twenty languages.
 - There are three parameters (*Country*, *Currency*, and *Free Shipping Minimum Amount*) incorporated into the default text. The three parameters inform the shopper of their country and the minimum order amount for enjoying free shipping to their country. You can add these parameters to your new text, but remember to leave the characters as they appear in the **Text Editor** (uppercase and enclosed in brackets).
3. After you make changes to the banner, do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes
 - Click **Reset to default** to reset the banner to its default appearance and settings

Customize the banner design

1. In **Design** settings, customize the banner design and view your changes in the **Preview** pane.

NOTE

Unlike text edits, changes made to the banner design and appearance will be changed accordingly in every language and in every country.

Change the banner background color	Click the color-well next to Background color and select a color
Modify the banner height	In the Height field, specify the height of the banner (in pixels)
Change the font of the banner text	In the Font drop-down, select the banner text font
Change the color of the banner text	Click the color-well next to Text color and select the color of the banner text

2. After you make changes to the banner, do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes
 - Click **Reset to default** to reset the banner to its default appearance and settings

Customize the Banner Text for A Country or Group of Countries

Create a group of countries and display customized banner text for each group member.

This is especially useful for creating more effective banner campaigns.

For example, create a group containing European countries and show customized banner text for each country in Europe. In parallel, create an additional group containing only Australia and show a completely different banner text to the one viewed by European site visitors.

**NOTE**

By default, all countries are members of Group A.

When a country is added to an additional group, the country is automatically removed from Group A

Show a Customized Message to a Group of Countries

1. In the **Content** section, click **Create additional group of countries**. The Create a new group of countries window opens.
2. Select the continent or country you wish to add to the group.

**NOTE**

A country can only belong to one group at a time. If the name of a country is disabled, it indicates the country has already been added to an existing group.

3. Click **OK**. The group you created appears under the **Content** section of the tab.
4. Click the pencil icon to edit the name of the group.
5. In the language drop-down, select the language associated with each country in the group. For example, select Spanish if the group contains Spain.
6. Edit the banner text as required.
7. Do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes
 - Click **Reset to default** to reset the banner to its default appearance and settings

Add and remove countries from a group

1. Click the group's list of countries link. The Selected countries window opens.
2. Add or remove countries to or from the group.
3. Click **OK**.

Delete a group

1. Click the trash can icon of the group you wish to delete.

2. Click **Save**.

Show or hide the Free Shipping banner

The standard Free Shipping banner is shown, by default, on your website.

- Select the **Show banner on website** option to show the banner
- Clear the **Show banner on website** option to hide the banner

Checkout Pop-up

The Checkout pop-up appears when a shopper is checking out items they intend to purchase.

You can customize the pop-up as follows:

[Adjust the Logo Size and Alignment](#)

[Change the Checkout Pop-up Appearance](#)

Site Customization

Welcome Popup
Switcher Popup
Free Shipping Banner
Checkout

English (default) ▼

Logo
Note: The logo size and alignment configured in this section will affect the appearance of the logo in all other instances.
Resize %

Title bars and footer
Background color
Text color

Text
Text color

Buttons

Text color
Body color
Border color

Normal mode
Hovering mode

Preview

Adjust the Logo Size and Alignment

- In the **Resize** field, increase or decrease the size of the logo
- Align the logo according to your requirements
- View the changes in the **Preview** pane



NOTE

When you save any logo adjustments in the Checkout pop-up, the changes are also applied to all other instances where your logo is displayed, for example the Welcome pop-up and in customer facing email notifications.

Change the Checkout Pop-up Appearance

1. Change the colors of the copy text, title bars, and footer bar. View the changes in the **Preview** pane

To do this...	Perform this action...
Change the color of the title bars and footer	Click the color-well next to Background color, and select a new color
Change the color of the title bars and footer copy text	In the Title bars and footer section, click the color-well next to Text color, and select a new copy text color
Change the color of the copy text	In the Text section, click the color-well next to Text color, and select a new color
Customize the buttons	Use the formatting and design tools to change the text and appearance of the button in both normal mode and in hover mode

2. After you make changes to the Checkout pop-up, do one of the following:
 - Click **Save** to apply the changes
 - Click **Cancel** to cancel the changes
 - Click **Reset to default** to reset the Welcome pop-up to its default appearance and settings