

Omi

Setup & Customization Guide

WELCOME

A vibrant beginning for a website that inspires adventure.

Thank you for choosing Omi!

Omi was thoughtfully designed for travel advisors who want an online presence that feels vibrant, inviting, and full of possibility. Every page balances bold imagery with clear, intentional storytelling, making it easy for future clients to discover your services and imagine where they might go next.

This guide will walk you through installing your template, customizing it for your travel business, and preparing your website for launch.

I hope Omi gives your expertise room to shine, your destinations space to inspire, and your business a beautiful place to grow.

Happy designing!

Ericka
Ely Creative Studio
ericka@elycreativestudio.com

BEFORE YOU BEGIN

Gather everything you need before opening the editor.

To customize Omi, have the following ready:

- A paid Showit subscription
- Basic familiarity with the Showit editor
- Your logo and brand assets
- Your brand colors and preferred fonts
- High-quality, properly licensed travel images
- Your website copy

NEW TO SHOWIT?

Creative freedom - without writing a single line of code.

Showit is an easy-to-use, drag-and-drop website builder that gives you complete creative freedom without writing a single line of code.

If you do not already have a Showit subscription, you can get your first month free by signing up with my referral link:

GET YOUR FIRST MONTH FREE
showit.com/r/y3dp0cxz

INSTALLING YOUR TEMPLATE

Add Omi to your Showit design library.

YOUR OMI SHOWIT SHARE KEY
kWxJjpXMvK7X349656

- 1 Log in to your Showit account.
- 2 Copy the Omi Share Key shown above.
- 3 From your Showit Dashboard, select Your Designs.
- 4 Click Add Design to Library.
- 5 Paste your Share Key.
- 6 Omi will be added to your account and will be ready to customize.

CUSTOMIZING YOUR WEBSITE

Make the design unmistakably yours.

Every element of Omi is fully customizable. You can easily update:

COLORS	FONTS	IMAGES
TEXT	BUTTONS	NAVIGATION
CONTACT DETAILS	SOCIAL LINKS	BLOG CONTENT

Take your time and make the design your own. The goal is not simply to replace the sample content - it is to create a website that reflects your expertise and invites your ideal clients to begin planning.

REPLACING IMAGES

Let every destination invite discovery.

- 1 Upload your images to the Showit Media Library.
- 2 Select the existing image you want to change.
- 3 Click Replace Image.
- 4 Choose your new image and adjust the crop as needed.

Omi uses wide destination imagery, layered photographs, and varied proportions to create an immersive feeling. After replacing an image, review desktop and mobile to make sure the focal point remains visible.

YOUR DESTINATIONS

Curate for possibility, not simply for quantity.

Replace every sample destination with the regions, experiences, and specialties that best represent your business. Use cohesive imagery and concise descriptions that help visitors envision the trip while making your expertise clear.

OPTIMIZING IMAGES

Preserve the visual impact without slowing down the site.

Travel imagery is one of Omi's defining features, but large files can slow down your website. For the best balance of quality and performance:

- Keep individual image files under 300 KB whenever possible.
- Save photographs as JPG.
- Use SVG files for logos, icons, and simple graphics with transparent backgrounds.
- Use PNG only when transparency is required and an SVG is unavailable.
- Resize images before uploading so they are not significantly larger than their display size.
- Use clear, descriptive filenames rather than camera-generated filenames.

Optimizing images helps pages load faster and creates a smoother experience for prospective travelers.

EDITING YOUR CONTENT

Replace every placeholder with language that sounds like you.

Click any text box in the Showit editor and begin typing. Remember to update:

BUSINESS NAME	HEADLINES
ABOUT INFORMATION	SERVICES AND PRICING
DESTINATIONS	TESTIMONIALS
FAQ ANSWERS	CONTACT INFORMATION
COPYRIGHT DETAILS	BLOG POSTS

Before publishing, carefully review every page to ensure all sample names, images, links, pricing, testimonials, destinations, and contact details have been replaced.

FONTS USED

Omi's typography balances elegance, clarity, and movement.

Omi uses free Google Fonts that combine expressive travel-inspired personality with clean readability.

Cormorant Garamond

Used for large headlines and expressive display text. Its elegant letterforms give Omi a refined sense of adventure.

Raleway

Used for navigation, supporting text, and select labels. Its clean geometry keeps the experience polished and easy to follow.

Manrope

Used for clear modern body text and interface details where simple readability matters most.

WindSong

Used sparingly as a handwritten accent that brings personality to postcard and travel-inspired details.

These fonts are available free through Google Fonts. You can view the fonts assigned to each style in Showit's Design Settings. If you replace them, review every page for changes in line breaks or spacing.

UPDATING COLORS & FONTS

Establish your visual system before editing every page.

Update your colors and fonts in Showit's Design Settings before replacing the rest of your content. Making these global changes first helps keep your website cohesive and reduces repetitive edits.

TIP

After changing a font, review desktop and mobile separately. A different typeface may require adjustments to text-box width, line spacing, or canvas height.

CONNECTING YOUR CONTACT FORM

Make sure every inquiry reaches you.

The contact form is included with the template. Before publishing, connect the form to your preferred email address or form provider and submit a test inquiry to confirm it is working properly.

LINKS & NAVIGATION

Check every path a visitor may take.

- Replace all button and text links.
 - Update email addresses, phone numbers, and social media profiles.
 - Confirm the main navigation and footer navigation lead to the correct pages.
 - Check that destination links open the intended pages or sections.
 - Replace any blog-category links and sample post links.
 - Test the mobile menu and every call-to-action button.
-

DESKTOP & MOBILE

Customize and review both versions of your design.

Showit gives you separate control over desktop and mobile layouts. Changes to text and images may appear in both versions, while positioning and sizing can be adjusted independently. Review each page on both views as you work.

LEGAL PAGES

Treat the included legal copy as a starting point.

Privacy Policy and Terms & Conditions pages are included for your convenience. They should be reviewed, customized, and updated to meet your business needs and applicable laws before publishing. They do not constitute legal advice.

BEFORE YOU PUBLISH

Use this final checklist before launching your website.

☐ Replace every sample image and video	☐ Update destination content and links
☐ Update all text and sample blog content	☐ Review Privacy Policy and Terms & Conditions
☐ Add your logo and business name	☐ Update copyright information
☐ Update colors and fonts	☐ Add page titles and SEO descriptions
☐ Replace all social media links	☐ Add alt text to meaningful images
☐ Connect and test your contact form	☐ Connect your custom domain
☐ Review desktop and mobile navigation	☐ Preview the complete site on desktop and mobile
☐ Check every button and link	☐ Publish your website

Take one final pass through the site as if you were a potential client. The experience should feel clear, cohesive, and effortless from the first page to the inquiry form.

HELPFUL RESOURCES

A few trusted places to find support as you customize.

- [Showit Help Center and Learning Resources](#)
 - [Google Fonts](#)
 - [TinyPNG](#) - compress JPG and PNG files
 - [SVGOMG](#) - optimize SVG files
 - [Omi Live Demo](#)
-

THANK YOU

Your expertise deserves a website that makes people want to go.

Congratulations on your new website!

Thank you for choosing Omi and supporting Ely Creative Studio. I hope this template gives your travel business a vibrant, beautiful foundation and helps you share unforgettable possibilities with greater confidence.

Wishing you every success as you make Omi your own.

Ericka

NEED HELP?

Questions while setting up your template?

If you have a question about the template or these instructions, I am happy to help.

ericka@elycreativestudio.com