

ELY CREATIVE STUDIO

Fiamma

Setup & Customization Guide

WELCOME

A bold beginning for a website that feels like you.

Thank you for choosing Fiamma!

Fiamma was thoughtfully designed for photographers who want an online presence that feels editorial, expressive, and deeply personal. Every page balances striking imagery with clear, intentional storytelling, making it easy for future clients to experience your work and connect with your vision.

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

I hope Fiamma gives your work room to be seen, your story space to be felt, and your business a beautiful place to grow.

Happy designing!

Ericka

Ely Creative Studio

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BEFORE YOU BEGIN

Gather everything you need before opening the editor.

To customize Fiamma, 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 portfolio 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 Fiamma to your Showit design library.

YOUR FIAMMA SHOWIT SHARE KEY

EeXKXxwp8x6R349656

- 01** Log in to your Showit account.
- 02** Copy the Fiamma Share Key shown above.
- 03** From your Showit Dashboard, select **Your Designs**.
- 04** Click **Add Design to Library**.
- 05** Paste your Share Key.
- 06** Fiamma will be added to your account and will be ready to customize.

CUSTOMIZING YOUR WEBSITE

Make the design unmistakably yours.

Every element of Fiamma 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 perspective and connects with the people you most want to photograph.

REPLACING IMAGES

Let your photography lead the experience.

- 01** Upload your images to the Showit Media Library.
- 02** Select the existing image you want to change.
- 03** Click **Replace Image**.
- 04** Choose your new image and adjust the crop as needed.

Fiamma uses intentional crops, layered images, and varied image proportions to create its editorial feeling. After replacing a photo, review both the desktop and mobile versions to make sure the focal point remains visible.

YOUR PORTFOLIO

Curate for impact, not simply for quantity.

Replace each sample gallery with work that represents the sessions you want to book. Keep image color, lighting, and editing style cohesive within each story. A thoughtful selection of strong photographs will usually feel more powerful than showing every image from a session.

OPTIMIZING IMAGES

Preserve the visual impact without slowing down the site.

Photography is one of Fiamma's defining features, but large image 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 your pages load faster and creates a smoother experience for potential clients.

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
Portfolio categories	Testimonials
FAQ answers	Contact information
Copyright details	Blog posts

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

FONTS USED

Fiamma's typography is part of its editorial personality.

Fiamma uses two free Google Fonts that balance editorial drama with clean, modern readability.

Italiana

Used for large headlines, section titles, and expressive display text. Its high-contrast letterforms give Fiamma its refined editorial presence.

Inter

Used for body copy, navigation, buttons, and small labels. Its clean structure keeps the website clear and highly readable.

Both 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 portfolio category links open the intended galleries.
 - Replace any blog-category links and sample post links.
 - Test the mobile menu and every call-to-action button.
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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 gallery ☐ Update all text and sample blog content ☐ Add your logo and business name ☐ Update colors and fonts ☐ Replace all social media links ☐ Connect and test your contact form ☐ Review desktop and mobile navigation ☐ Check every button and link	☐ Update portfolio categories and galleries ☐ Review Privacy Policy and Terms & Conditions ☐ Update copyright information ☐ Add page titles and SEO descriptions ☐ Add alt text to meaningful images ☐ Connect your custom domain ☐ Preview the complete site on desktop and mobile ☐ Publish your website
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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](#)
 - [Showit Learning Resources](#)
 - [Google Fonts](#)
 - [TinyPNG](#) - compress JPG and PNG files
 - [SVGOMG](#) - optimize SVG files
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THANK YOU

Your work deserves a website with a point of view.

Congratulations on your new website!

Thank you for choosing Fiamma and supporting Ely Creative Studio. I hope this template gives your photography a bold, beautiful foundation and helps you share your work with greater confidence.

Wishing you every success as you make Fiamma 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.

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