

# Terra

## Setup & Customization Guide

### WELCOME

## A grounded beginning for a website that feels like home.

Thank you for choosing Terra!

Terra was thoughtfully designed for wellness practitioners and heart-led service providers who want an online presence that feels calm, welcoming, and deeply aligned. Every page balances natural beauty with clear, intentional storytelling, making it easy for future clients to understand your work and feel supported from the moment they arrive.

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

I hope Terra becomes a place where your story is shared, your business grows, and your clients feel at home.

*Happy designing!*

**Ericka**

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## BEFORE YOU BEGIN

# Gather everything you need before opening the editor.

To customize Terra, 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 brand 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](https://showit.com/r/y3dp0cxz)

## INSTALLING YOUR TEMPLATE

# Add Terra to your Showit design library.

**YOUR TERRA SHOWIT SHARE KEY**  
**2rqv8ax6Q7wY349656**

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

# Make the design unmistakably yours.

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

|                 |              |                 |
|-----------------|--------------|-----------------|
| COLORS          | FONTS        | IMAGES          |
| TEXT            | BUTTONS      | NAVIGATION      |
| CONTACT DETAILS | SOCIAL LINKS | SERVICE DETAILS |

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 values and connects with the clients you feel most called to serve.

## REPLACING IMAGES

# Choose visuals that reflect the feeling of your work.

- 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.

Terra uses organic imagery, spacious layouts, and thoughtful crops to create its grounded feeling. After replacing a photo, review both the desktop and mobile versions to make sure the focal point remains visible.

## YOUR SERVICES

# Help visitors quickly understand how you can support them.

Replace the sample offerings with your actual services, descriptions, pricing, and next steps. Keep the language clear and easy to scan while still communicating the transformation or experience you provide. Visitors should understand what you offer, who it is for, and how to begin.

## OPTIMIZING IMAGES

# Preserve the visual impact without slowing down the site.

Natural, immersive imagery is one of Terra'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 photographic images 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 |
| Services and offerings | Testimonials         |
| FAQ answers            | Contact information  |
| Copyright details      | Social media links   |

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

## FONTS USED

# Terra's typography creates its calm, elevated personality.

Terra uses three free Google Fonts that complement one another and create a timeless, grounded aesthetic.

### **Cormorant Garamond**

Used for headings. This sophisticated serif adds warmth and elegance.

### **Inter**

Used for body copy, navigation, and buttons for clean, highly readable text.

### **Style Script**

Used sparingly as an accent font to add softness, emphasis, and personality.

All three 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.

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## 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.

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## 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.
  - Confirm service, FAQ, and testimonial links open the intended pages or sections.
  - Replace any sample resource or external 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.

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## 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.

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li><input type="checkbox"/> Replace every sample image</li><li><input type="checkbox"/> Update all sample text</li><li><input type="checkbox"/> Add your logo and business name</li><li><input type="checkbox"/> Update colors and fonts</li><li><input type="checkbox"/> Replace all social media links</li><li><input type="checkbox"/> Connect and test your contact form</li><li><input type="checkbox"/> Review desktop and mobile navigation</li><li><input type="checkbox"/> Check every button and link</li></ul> | <ul style="list-style-type: none"><li><input type="checkbox"/> Update services, testimonials, and FAQs</li><li><input type="checkbox"/> Review Privacy Policy and Terms &amp; Conditions</li><li><input type="checkbox"/> Update copyright information</li><li><input type="checkbox"/> Add page titles and SEO descriptions</li><li><input type="checkbox"/> Add alt text to meaningful images</li><li><input type="checkbox"/> Connect your custom domain</li><li><input type="checkbox"/> Preview the complete site on desktop and mobile</li><li><input type="checkbox"/> Publish your website</li></ul> |
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Take one final pass through the site as if you were a potential client. The experience should feel calm, clear, 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 that feels aligned.

Congratulations on your new website!

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

Wishing you every success as you make Terra your own.

Ericka

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## 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](mailto:ericka@elycreativestudio.com)