

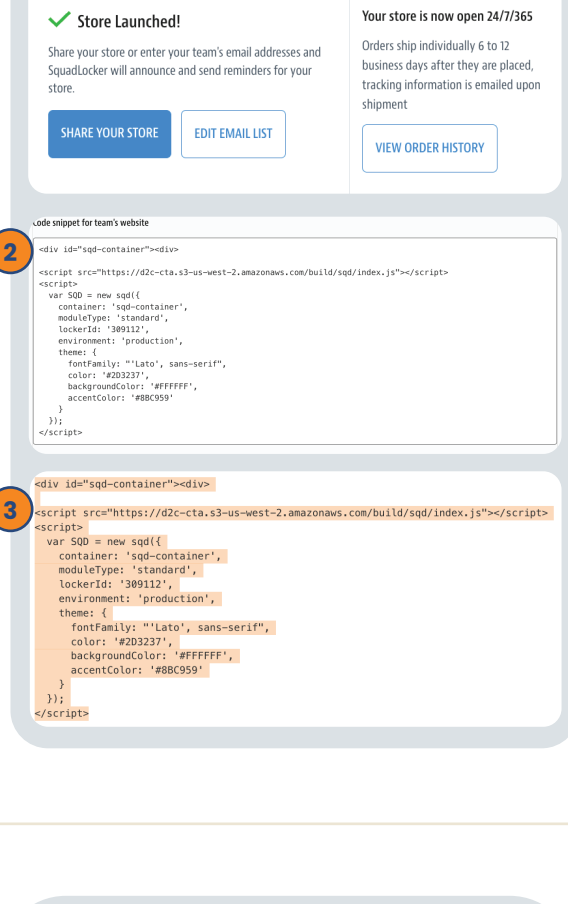
DYNAMIC WEB BANNERS USING CODE SNIPPET

INTRO

SquadLocker provides customers with an HTML code snippet for each of their stores. This code snippet creates a dynamic web banner that can be embedded in your website to highlight your TeamLocker store and drive traffic/sales. This document provides an overview of that code snippet and how to customize it for your store.

1 LOCATE CODE SNIPPET

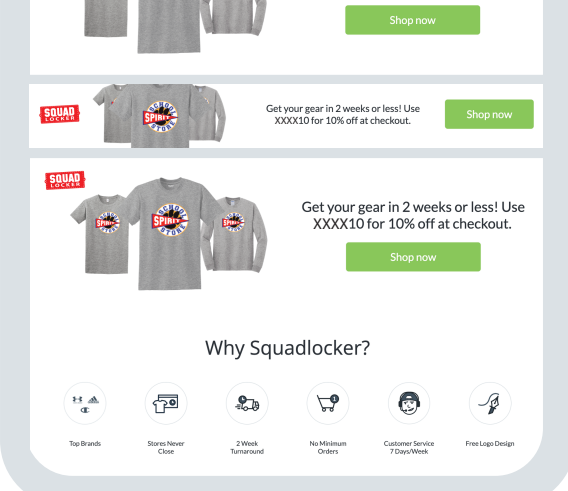
1. In your TeamLocker dashboard, click the pencil to **EDIT** your store
2. On the **Edit Page**, scroll down to find the Code Snippet
3. You can copy this code and paste it directly into your website



2 CUSTOMIZE IT

Want to make it your own? You can customize your web banner using the code snippet. Here's a quick list of the things you can edit: fonts, font color, banner background color, button color, and copy above the button

*The coupon code in these images is for position only. A coupon code is automatically generated in the web banner text and is dynamically updated by SquadLocker. We've built the code snippet to provide you up to date sales offers right in the web banner.



3 LINE 1-6

Follow these steps to customize your web banner using your code snippet in the HTML script. Here is a line-by-line breakdown of where to edit the code.

Line 1-6: Do not change



4 LINE 7

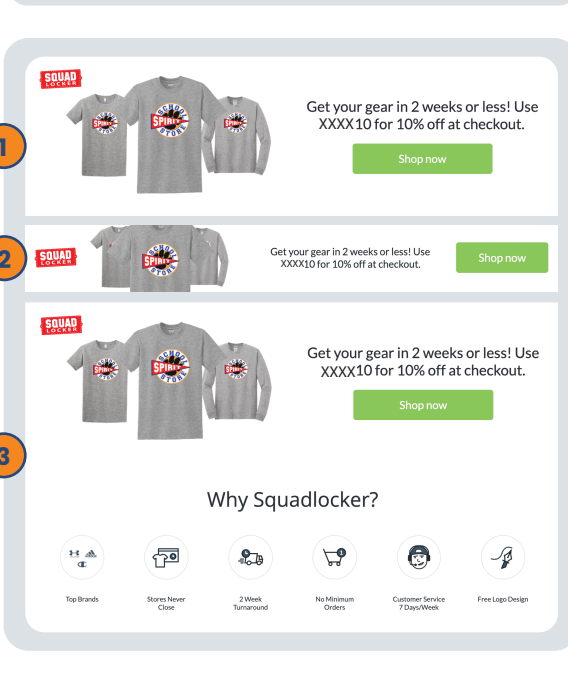
Choose your web banner display

Select the preferred Modue Type display:

1. **standard**
2. **banner**
3. **full page**

Replace the Modue Type (moduleType) in the code:

*The coupon code in these images is for position only. A coupon code is automatically generated in the web banner text and is dynamically updated by SquadLocker. We've built the code snippet to provide you up to date sales offers right in the web banner.



5 LINE 8-10

Line 8-10: Do not change

This is the unique identifier for your store and should not be edited.



6 LINE 11

Line 11: Change the font

The font in your web banner text can be changed by typing in your desired font. You can use any HTML font

Replace the font (fontFamily) in the code

Note: The first font listed in the code adds your desired font to the banner ('Lato' as seen right). The second font is the alternate font option if your original font ('Lato') is not available. In this case, a generic font family is used ('sans-serif')



PRO TIP:

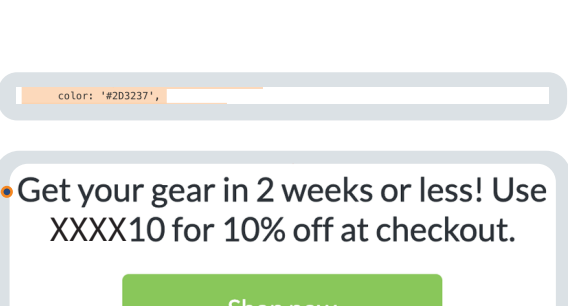
Start with the font you want and end with a generic font family to let the browser pick a similar font in that generic family if your font is not available.

7 LINE 12

Line 12: Change the font colors

The font color in the text above the Shop Now button can be changed by typing in the hex code value for your desired color

Replace the font color (color) in the code



8 LINE 13

Line 13: Change your banner background color

The background of the web banner can be changed by typing in the hex code value for your desired background color to match your website

Replace the font color (backgroundColor) in the code



PRO TIP:

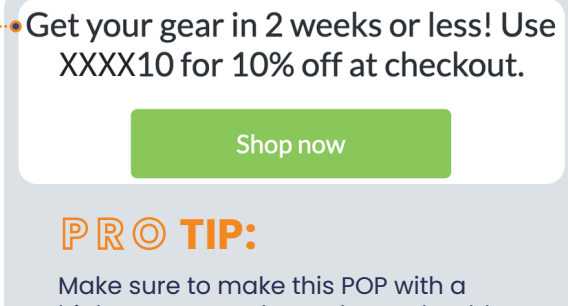
Make sure to use a background that contrasts with the apparel items in your store.

9 LINE 14

Line 14: Change the button color

The button color for "Shop Now" can be changed by typing in the hex code value

Replace the button color (accentColor) in the code



PRO TIP:

Make sure to make this POP with a high-contrast color and note that blues and greens typically drive clicks when considering button options.

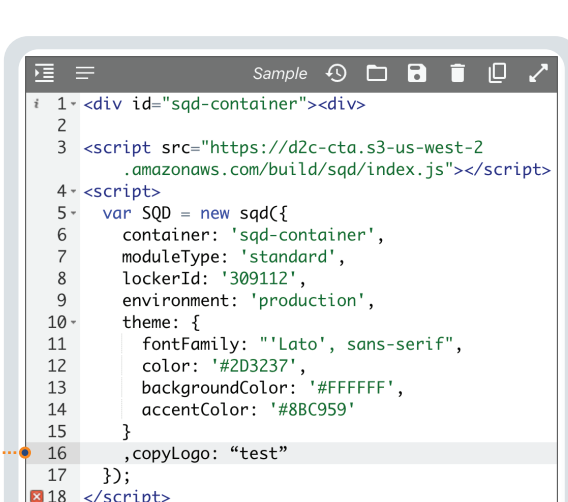
10 LINE 15+

Line 15+: Copy edits

The web banner can be edited to include new copy/text. In line 15 you will need to insert a new row below for your text. In the new row (row 16) copy/paste the following (right): .copyLogo: "test"

Replace the text (copyLogo) for your desired message and you are good to go

*Note if your coupon expires, you will need to remove the entire line of text code (.copyLogo: "test") in order for the automated SquadLocker coupons to resume display.



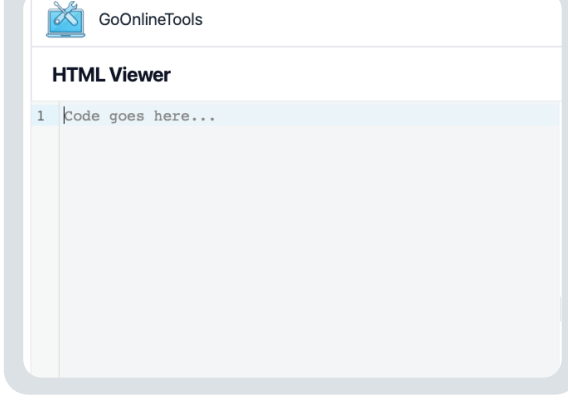
PRO TIP:

When you edit the text (copy/Logo) it will overwrite the auto-generated coupon code text. We recommend you only edit this text if you have a different coupon to offer, or if you are spotlighting something special about your store

11 RESOURCES

Preview your new web banner before embedding using an online HTML Viewer. Just copy/paste the code into the viewer to review your changes.

[CLICK HERE TO USE THIS HTML VIEWER >](#)



If you have any questions along the way, you can use the green chat bubble at the bottom of the screen to chat with our Customer Onboarding Team during business hours!

They can help with store questions, artwork, and sharing tools.

During off hours, please click the Contact Us button to get in touch over email.

CONTACT US