



# DYNAMIC WEB BANNERS USING CODE SNIPPET

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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.



# FINDING THE CODE SNIPPET

In your TeamLocker dashboard, click the pencil to EDIT your store

On the Edit Page, scroll down to find the Code Snippet

You can copy this code and paste it directly into your website.


ACTIVE

ALL

DRAFT

CLOSED

VIEWING 6 STORES




Millstone Athletics

EDIT

VIEW

✓ Store Launched!

Your store is now open  
24/7/365

 + 62

EDIT PRODUCTS

CLOSE STORE



Code snippet for team's website

```
<div id="sqd-container"><div>



<script src="https://d2c-cta.s3-us-west-2.amazonaws.com/build/sqd/index.js"></script>
<script>
  var SQD = new sqd({
    container: 'sqd-container',
    moduleType: 'standard',
    lockerId: '334548',
    environment: 'production',
    theme: {
      fontFamily: "'Lato', sans-serif",
      color: '#2D3237',
      backgroundColor: '#FFFFFF',
      accentColor: '#8BC959'
    }
  });
</script>
```

# CUSTOMIZE THE WEB BANNER

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.



Get your gear in 2 weeks or less! Use  
PLAY10 for 10% off at checkout.



[Shop now](#)

Get your gear in 2 weeks or less! Use  
PLAY10 for 10% off at checkout.

[Shop now](#)

Why Squadlocker?

- Top Brands
- Stores Never Close
- 2 Week Turnaround
- No Minimum Orders
- Customer Service 7 Days/Week
- Free Logo Design



Get your gear in 2 weeks or less! Use  
PLAY10 for 10% off at checkout.

[Shop now](#)

\*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.

# CUSTOMIZE THE CODE SNIPPET

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**

```
1 <div id="sqd-container"><div>
2
3 <script src="https://d2c-cta.s3-us-west-2.amazonaws.com/build/sqd/index.js"></script>
4 <script>
5   var SQD = new sqd({
6     container: 'sqd-container',
7     moduleType: 'standard',
8     lockerId: '338966',
9     environment: 'production',
10    theme: {
11      fontFamily: "'Lato', sans-serif",
12      color: '#2D3237',
13      backgroundColor: '#FFFFFF',
14      accentColor: '#8BC959'
15    }
16  });
17 </script>
```



# CUSTOMIZE THE CODE SNIPPET

## Line 7: Choose your web banner display

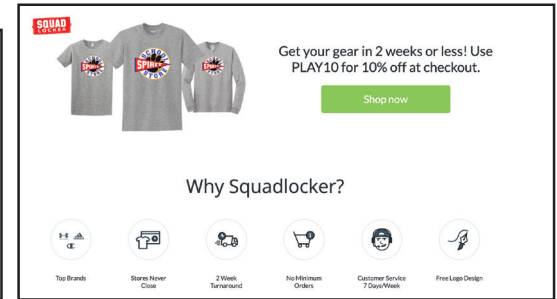
- Select the preferred Module Type display: 'standard', 'banner', or 'full page'.
- Replace the Module Type (moduleType) in the code:

```
5 var SQD = new sqd({  
6   container: 'sqd-container',  
7   moduleType: 'standard',
```

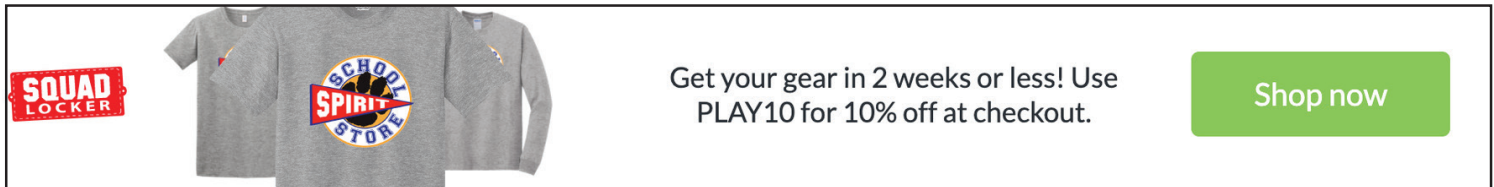
### STANDARD



### FULL PAGE



### BANNER



\*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.

# CUSTOMIZE THE CODE SNIPPET

## Line 8-10: Do not change

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

```
1 <div id="sqd-container"><div>
2
3 <script src="https://d2c-cta.s3-us-west-2.amazonaws.com/build/sqd/index.js"></script>
4 <script>
5   var SQD = new sqd({
6     container: 'sqd-container',
7     moduleType: 'standard',
8     lockerId: '338966',
9     environment: 'production',
10    theme: {
11      fontFamily: "'Lato', sans-serif",
12      color: '#2D3237',
13      backgroundColor: '#FFFFFF',
14      accentColor: '#8BC959'
15    }
16  });
17 </script>
```

# CUSTOMIZE THE CODE SNIPPET

## 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 below). 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').

```
6   container: 'sqd-container',
7   moduleType: 'standard',
8   lockerId: '338966',
9   environment: 'production',
10  theme: {
11    fontFamily: "'Lato', sans-serif",
12    color: '#2D3237',
13    backgroundColor: '#FFFFFF',
14    accentColor: '#8BC959'
15  }
16  });
17 </script>
```

### 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.

# CUSTOMIZE THE CODE SNIPPET

## 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:

```
1 <div id="sqd-container"><div>
2
3 <script src="https://d2c-cta.s3-us-west-2.amazonaws.com/build/sqd/index.js"></script>
4 <script>
5   var SQD = new sqd({
6     container: 'sqd-container',
7     moduleType: 'standard',
8     lockerId: '338966',
9     environment: 'production',
10    theme: {
11      fontFamily: "'Lato', sans-serif",
12      color: '#2D3237',
13      backgroundColor: '#FFFFFF',
14      accentColor: '#8BC959'
15    }
16  });
17 </script>
```

↓  
Line 11 fontFamily  
Line 12 color  
Optional copyLogo

Get your gear in 2 weeks or less! Use  
PLAY10 for 10% off at checkout.

Shop now

# CUSTOMIZE THE CODE SNIPPET

## 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:

```
1 <div id="sqd-container"><div>
2
3 <script src="https://d2c-cta.s3-us-west-2.amazonaws.com/build/sqd/index.js"></script>
4 <script>
5   var SQD = new sqd({
6     container: 'sqd-container',
7     moduleType: 'standard',
8     lockerId: '338966',
9     environment: 'production',
10    theme: {
11      fontFamily: "'Lato', sans-serif",
12      color: '#2D3237',
13      backgroundColor: '#FFFFFF',
14      accentColor: '#8BC959'
15    }
16  });
17 </script>
```



Get your  
PLAY10

Line 13:  
Background  
color (white)

## PRO TIP:

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

# CUSTOMIZE THE CODE SNIPPET

## 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:

```
1 <div id="sqd-container"><div>
2
3 <script src="https://d2c-cta.s3-us-west-2.amazonaws.com/build/sqd/index.js"></script>
4 <script>
5   var SQD = new sqd({
6     container: 'sqd-container',
7     moduleType: 'standard',
8     lockerId: '338966',
9     environment: 'production',
10    theme: {
11      fontFamily: "'Lato', sans-serif",
12      color: '#2D3237',
13      backgroundColor: '#FFFFFF',
14      accentColor: '#8BC959'
15    }
16  });
17 </script>
```

Get your gear in 2 weeks or less! Use  
code **AY10** for 10% off at checkout.

Shop now

Line 14  
accentColor

### 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.

# CUSTOMIZE THE CODE SNIPPET

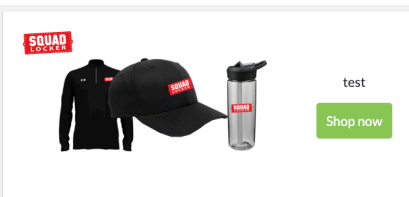
## Line 15+: Copy edits

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 (as shown below): ,copyLogo: "test"

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

HTML Viewer

```
1 <div id="sqd-container"><div>
2
3 <script src="https://d2c-cta.s3-us-west-
4 2.amazonaws.com/build/sqd/index.js"></script>
5 <script>
6 var sqd = new sqd({
7   container: 'sqd-container',
8   moduleId: 'standard',
9   lockerId: '402787',
10  environment: 'production',
11  theme: {
12    fontFamily: "'Lato', sans-serif",
13    color: '#2D3237',
14    backgroundColor: '#FFFFFF',
15    accentColor: '#8BC959'
16  },
17  ,copyLogo:"test"
18  });
19 </script>
```



SHARE CODE


## PRO TIP:


When you edit the text (copyLogo) 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.


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


# 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.




 GoOnlineTools

 PLAY GAME





### HTML Viewer



1 | Code goes here...

Enter code in editor to see preview here

