



## Talent Showcase

# Remote Template Branding Guide for Web Developers

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## Remote Partner Branding of the Talent Showcase

The following guidelines are intended as reference when creating a custom partner brand template to be used with the Haley Marketing Group Talent Showcase. To avoid any potential delays or complications with your implementation, please read this guide carefully and contact [support@haleymarketing.com](mailto:support@haleymarketing.com) with questions or issues you may have.

### How does it work?

The Talent Showcase branding engine provides an extremely flexible and powerful method for branding the Talent Showcase into your site, creating a seamless interaction for site visitors.

Benefits of the system include the ability to update the branding to make desired changes. Plus, your changes will display immediately as the template is updated on your server. Since we pull the HTML template page on-the-fly, the page will be displayed exactly as provided every time.

### What you need to provide

- Your Talent Showcase URL  
This is usually a sub domain with the DNS Zone A record pointed to **198.101.129.154**. Haley Marketing Group needs to know when this is set up so we can configure our servers to answer for that sub domain and set up the Talent Showcase itself.
- Your Branding Template URL  
The web address of the HTML page you have created as defined in this guide and placed on a publicly accessible web server. This is the page that will be used as the Talent Showcase remote branding template. If this address changes, you must notify Haley Marketing Group.
- Your Mobile Logo URL  
A link to your mobile logo. This logo is used on the mobile version of the Talent Showcase. The branding template does not apply to the mobile Talent Showcase. *Your logo should be a maximum of 250px x 40px and saved as a transparent PNG.* If this address changes, you must notify Haley Marketing Group.

### Creating Your Template(s)

1. Create a complete HTML page that displays exactly as you would like – including all navigation, coding and graphics (see guidelines below).
2. Place the following line of code (all uppercase, exactly as it appears) with no HTML or CSS formatting applied to it into the area of the page where you would like the Talent Showcase content to display:

```
!!!HMG_INCLUDE!!!
```

### Template Creation Guidelines

- **Content Area:** The area in which the Talent Showcase content will appear should be a minimum of 600 pixels wide and a white background is strongly recommended.
- **Avoid these META Tags:** Use of *expires*, *revisit-after*, and *base* meta tags will have unpredictable results when combined with our dynamic content. If you must use them, be sure to test them.
- **File names:** While we recommend .html as your file name extension, the page file name will work with most any standard file name, such as .html, .htm, .asp, .php, etc.
- **No Frames:** Frames are NOT supported. If the site requires the use of frames, additional custom programming may be required at an added cost.

### Modifying the Standard Styles

You may customize the look and feel of the Talent Showcase by adding styles via Cascading Style Sheets (CSS). Please refer to the **Talent Showcase CSS Customization Guide** available in the Help Center for specific details. Once created, CSS can be entered through myHaley on the Talent Showcase Settings → Branding and Mobile pages.

### Updating Your Template

As mentioned above, you may update the branding to make desired changes at any time after the initial set up. Your changes will display immediately as the template is updated on your server. Since we pull the HTML template page on-the-fly, the page will be displayed exactly as provided every time.

### Clearing the Template Cache

Changes to the template are available by clearing the template cache. To do this, simply append **/?reload=1** to your Talent Showcase URL.

```
http://YOUR_TALENT_SHOWCASE_URL/?reload=1
```

### Verifying the Template Cache has Cleared

By viewing the source of the Talent Showcase main page, you will be able to determine the last time the cache was updated and the web address of the branding template.

Below is an example from <http://tsdemo.haleymarketing.com/>:

```
<meta name="author" content="Haley Marketing Group - Starter Sites"/>
<meta name="keywords" content="Haley Marketing Group - Starter Sites"/>
<meta content="8/12/2016 10:41:13" name="hmg-cached" />
<meta content="1471012873" name="hmg-cached-timestamp" />
<meta content="http://demo.haleymarketing.com/remote-talent-showcase-template/" name="hmg-cached-url" />
```

This applies to your Talent Showcase as follows:

```
<meta id="OGTitle" property="og:title" content="Your Company Name">
<meta id="OGUrl" property="og:url" content="http://YOUR_TALENT_SHOWCASE_URL/index.smpl?">
<meta content="8/12/2016 10:41:13" name="hmg-cached" />
<meta content="1359979147" name="hmg-cached-timestamp" />
<meta content="http://Your_Branding_Template_URL" name="hmg-cached-url" />
```