



HaleyMail

Remote Template Branding Guide for Web Developers

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Remote Partner Branding of HaleyMail

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

How does it work?

The HaleyMail branding engine provides an extremely flexible and powerful method for branding the HaleyMail landing pages 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 can be displayed immediately as the template is updated on your server using a simple reload discussed later in this document.

If we do not host your website, we have found that it is most effective in the long-term for your team to create the branding pages needed for your HaleyMail campaign. This ensures that whenever you update your website, the changes are reflected on your newsletter web pages as well.

If this seems overwhelming, and you don't have a web developer who can do this for you, please let us know. If your site is built on WordPress, we can typically create the page for you on your server. If your site is not WordPress, don't worry, our team can create the page and then we will host them on our servers. The only difference with Haley hosting your template, is that if you make changes that affect the design or function of your website, you'd need to contact us to make the same changes on the page we host, which may incur additional future cost.

What you need to provide

- **Your HaleyMail URL**

This is usually a sub domain with the DNS Zone A record pointed to **an IP address provided to you by your marketing advisor**. 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 HaleyMail site itself.

Typically, we recommend that you use the following URL:

https://resources.your_staffing_company.com

- **Your Branding Template URL**

The web address of the page you are creating using the instructions in this guide. The page must be publicly accessible and if the address changes, you must notify us so we can update our systems.

Creating Your Page Templates

You will be creating three new pages in WordPress: a default page, a page for employers and a page for candidates. This allows you to have different elements on the pages based on the audience. The following are our standard recommendations. See next section for details on editing the standard HaleyMail sub-navigation for your needs.

1. **Default Page:** Audience is not known or general resources: Copy and paste the following code (exactly as it appears) into the text/html editor for the page:

```
<ul class="hml-nav">
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=content_deliverable_archive&aud=company">Newsletter Archive</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=manage_subscriptions&aud=company">Update My Info</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=refer_friend_company">Refer a Friend</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=Expert_Form&aud=company">Ask the Expert</a></li>
</ul>
!!!HMG_INCLUDE!!!
```

2. **Company Page:** Employers/Prospects/hiring Managers/etc.: Copy and paste the following code (exactly as it appears) into the text/html editor for the page:

```
<ul class="hml-nav">
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=content_deliverable_archive&aud=company">Newsletter Archive</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=manage_subscriptions&aud=company">Update My Info</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=refer_friend_company">Refer a Friend</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=Expert_Form&aud=company">Ask the Expert</a></li>
</ul>
!!!HMG_INCLUDE!!!
```

3. **Referral Page:** Job Seekers/Candidates/Referrals/etc.:

Copy and paste the following code (exactly as it appears) into the text/html editor for the page:

```
<ul class="hml-nav">
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=content_deliverable_archive&aud=referral">Newsletter Archive</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=manage_subscriptions&aud=referral">Update My Info</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=refer_a_friend&aud=referral">Refer a Friend</a></li>
  <li><a href="https://!!!CLIENT_HALEYMAIL_URL!!!/index.smpl?arg=Expert_Form&aud=referral">Ask the Expert</a></li>
</ul>
!!!HMG_INCLUDE!!!
```

4. Publish and save each page, and provide the page URLs to your marketing advisor.

Optional Advanced Topics

Template Creation Guidelines

- **Content Area:** The area in which the newsletter content will appear should be a minimum of 600 pixels wide and a white background is strongly recommended. There should be no HTML or CSS formatting applied to the `!!!HMG_INCLUDE!!!` code.
- **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. WordPress pages don't have an extension, which will work as well.
- **No Frames:** Frames are NOT supported. If the site requires the use of frames, additional custom programming may be required at an added cost.

Including HaleyMail Sub-Navigation

Your HaleyMail site includes several optional pages that are available to use if desired:

- **Newsletter Archive** – Includes the subject line and a brief synopsis of the newsletter, linked to an HTML version of your newsletter.
- **Manage my Account** – Allows an individual to opt-in to receive your newsletter, and recipients of your newsletter to manage their account preferences and contact information.
- **Refer a Friend** – A form that encourages individuals to refer friends and colleagues to your company.
- **Ask the Expert** – A form that enables an individual to ask questions and help you position your company as an expert in your field.
- **Contact Us** – A basic contact form. We only recommend using this if your main site does not have a contact form already.
- **Resource Centers** – The Staffing Resource Center and the Candidate Resource Center are libraries of content that may be included with your HaleyMail account as an optional add-on. Please contact Haley Marketing for pricing and to receive **Your_SRCID** and **Your_CRCID** which are required to set these pages up on your HaleyMail site.

While we strongly advise that you include the Newsletter Archive and Manage My Account links on your HaleyMail template sub-navigation, you may choose to include any of the others as well. Links for these pages follow and vary by audience:

Company/Hiring Manager Links:

Newsletter Archive:

https://Your_HaleyMail_URL/index.smpl?arg=content_deliverable_archive&aud=company

Manage my Account:

https://Your_HaleyMail_URL/index.smpl?arg=manage_subscriptions&aud=company

Refer a Friend:

https://Your_HaleyMail_URL/index.smpl?arg=refer_friend_company

Ask the Expert:

https://Your_HaleyMail_URL/index.smpl?arg=Expert_Form&aud=company

Contact Us:

https://Your_HaleyMail_URL/index.smpl?arg=contact_us_company&aud=company

Staffing Resource Center – main page:

https://Your_HaleyMail_URL/index.smpl?arg=rcmain&rcid=Your_SRCID

Best of the Web section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_SRCID&scid=158&aud=company

Best Practices section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_SRCID&scid=154&aud=company

Book Reviews section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_SRCID&scid=159&aud=company

Employment Law section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_SRCID&scid=157&aud=company

HR Essentials section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_SRCID&scid=155&aud=company

Tools section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_SRCID&scid=156&aud=company

Referral/Job Seeker Links:

Newsletter Archive:

https://Your_HaleyMail_URL/index.smpl?arg=content_deliverable_archive&aud=referral

Update My Info:

https://Your_HaleyMail_URL/index.smpl?arg=manage_subscriptions&aud=referral

Refer a Friend:

https://Your_HaleyMail_URL/index.smpl?arg=refer_a_friend&aud=referral

Ask the Expert:

https://Your_HaleyMail_URL/index.smpl?arg=Expert_Form&aud=referral

Contact Us:

https://Your_HaleyMail_URL/index.smpl?arg=contact_us_company&aud=referral

Candidate Resource Center – main page:

https://Your_HaleyMail_URL/index.smpl?arg=rcmain&rcid=Your_CRCID

Managing Your Career section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_CRCID&scid=165&aud=referral

Achieving a Work/Life Balance section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_CRCID&scid=166&aud=referral

Land that Job section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_CRCID&scid=167&aud=referral

Personal Success section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_CRCID&scid=168&aud=referral

Best of the Web section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_CRCID&scid=169&aud=referral

On the Job section of the Staffing Resource Center:

https://Your_HaleyMail_URL/index.smpl?arg=rcdisplay&rcid=Your_CRCID&scid=170&aud=referral

Default Template Links:

Newsletter Archive:

https://Your_HaleyMail_URL/index.smpl?arg=content_deliverable_archive

Manage my Account:

https://Your_HaleyMail_URL/index.smpl?arg=manage_subscriptions

Refer a Friend:

https://Your_HaleyMail_URL/index.smpl?arg=refer_friend_company

Ask the Expert:

https://Your_HaleyMail_URL/index.smpl?arg=Expert_Form

Contact Us:

https://Your_HaleyMail_URL/index.smpl?arg=contact_us_company

Staffing Resource Center – main page:

https://Your_HaleyMail_URL/index.smpl?arg=rcmain&rcid=Your_SRCID

Candidate Resource Center – main page:

https://Your_HaleyMail_URL/index.smpl?arg=rcmain&rcid=Your_CRCID

Modifying the Standard Styles

You may customize the look and feel of the HaleyMail pages by adding styles via Cascading Style Sheets (CSS). By default your HaleyMail content will be displayed using the default style sheet. You may view the style sheet used here https://Your_HaleyMail_URL/css/display.css, which will be available after your HaleyMail account has been setup and you have provided your HaleyMail URL.

If you need to modify the default styles, you may make a copy of the display.css, make your changes, and include the new version of your style sheet on your templates.

Updating Your Templates

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 HaleyMail URL.

```
https://Your_HaleyMail_URL?reload=1
```

Verifying the Template Cache has Cleared

By viewing the source of the HaleyMail 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 <https://newsletter.haleymarketing.com>:

```
<meta id="OGTitle" property="og:title" content="Haley Marketing Group">  
<meta id="OGUrl" property="og:url" content="https://newsletter.haleymarketing.com/index.smpl?arg=content_deliverable_archive">  
<meta content="1/13/2014 14:1:16" name="hmg-cached" />  
<meta content="1389639676" name="hmg-cached-timestamp" />  
<meta content="https://www.haleymarketing.com/remote-hml-default-template/" name="hmg-cached-url" />
```

This applies to your HaleyMail site as follows:

```
<meta id="OGTitle" property="og:title" content="Your Company Name">  
<meta id="OGUrl" property="og:url" content="https://Your_HaleyMail_URL/index.smpl?arg=content_deliverable_archive ">  
<meta content="1/13/2014 14:1:16" name="hmg-cached" />  
<meta content="1389639676" name="hmg-cached-timestamp" />  
<meta content="https://Your_Branding_Template_URL" name="hmg-cached-url" />
```