

HOW TO USE DEEP-LINKS

Creating a deep-link allows riders to click on some text and be redirected to your event entry page on Equo. First, refer to "How to use the correct links on Facebook" in order to find the correct links for your individual events.

How you insert deep-links into your website depends on what programme you use. Most website editors have an HTML box where you can insert the following coding:

```
<a href="insertLINKhere" target="_blank">INSERT YOUR TEXT HERE</a>
```

If you would like help on this please email susanna.anese@timeinc.com
It's important to link riders to the exact event, rather than the Equo homepage.

FOR EXAMPLE:

MAY

| | | |
|------|-----|---|
| Sun | 1st | British Showjumping Juniors Show |
| Tues | 3rd | Evening Showjumping Incl. Trailblazers 2017 Qulifiers 5.30pm |
| Fri | 6th | British Showjumping Seniors (2) Clear Round starts 9am Classes start 10am |
| Sun | 8th | Trailblazers Combined Training inc. 2nd ROUND |

Clicking 'Sun 1st' should hard-link to:

<https://www.equoevents.com/ViewEvent/ViewEventDetails/2092>

FEA BSJA JUNIORS 1/5/16 (DAY 2) [ENTER EVENT](#)
Enter your horse and rider

Classes

| Event Class | Class Info | Standard Entry Price (Booking Fee) | Late Entry Price (Booking Fee) | Max Entries | Affiliated To |
|--|----------------------------|------------------------------------|--------------------------------|-------------|--|
| Class 0 Showjumping - BS - Clear Round | Class Info | £5.00 (+£0.20) | £6.00 (+£0.24) | | British Showjumping (BS) Enter |

For more help contact the Equo customer service team at
equo.events@timeinc.com

HOW TO USE DEEP-LINKS

If you want to link to an overview of your upcoming events, for example “To see all of our upcoming events click here” use the following link:

www.equoevents.com/Widget/EventList?organiserId=YOURNUMBERHERE

You need to insert your organiser number where it says “YOURNUMBERHERE”. To find this:

1. Log out of Equo
2. Click search events and type your organiser name under “Organiser”
3. Click filter
4. When the list appears, click your organiser name

| | | | | | | | | |
|-----------------|-------------|---|-----------------------------------|----------|-----------------------------------|---------------------------------|-----------------------|----------------------|
| Sun 01 May 2016 | Showjumping | FEA BSJA JUNIORS 1/5/16 (DAY 2) | Forest Edge Arena | Swaffham | Forest Edge Arena | Add to calendar | Enter | View |
|-----------------|-------------|---|-----------------------------------|----------|-----------------------------------|---------------------------------|-----------------------|----------------------|

5. On your organiser page find your number in the URL



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