HOW TO USE BUTTONS AND CALLS TO ACTION

Adding the Equo button to your website is a visually attractive way of linking your riders to your events on Equo.

The button can be added to your homepage and events page and hyperlinked to your events.

If you insert the button, remember to explain what it is:

Why not save time and enter online with Equo? Click the button below to be directed to our events

THEN ADD THE FOLLOWING HTML TO YOUR WEBSITE:

```
<a href="insertLINKhere" target="_blank"><img src="
http://blogs.equoevents.com/enter-button" alt="Enter with Equo"></a>
```

Make sure you use the correct links – see previous documents.

Call To Actions (CTAs) are another good way to link your riders to your events. A Call To Action is text that requires the rider to do something, for example "Click here", or "Enter now".

CTAs can be used in the running copy of your website and deep-linked to the specific event (see "How to use deep-links").

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