



Integration Guide for Affiliate Partners

Expedia Affiliate Network

Integration Guide for Affiliate Partners

1. Introduction

This guide will show you how you can easily create your own travel site with a unique interface that features our best-selling travel products.

Our technology platform offers several ways of integrating our template pages into your affiliate site seamlessly. We intend to continue developing integration guidelines and tips and as a first step this guide will give tips on how to use search boxes we have available in our Affiliate Center and how to design and upload a header and footer to customize the template site.

You can visit the site we created for this guide on www.ExampleTravel.com.

Following the steps in this guide you'll be able to integrate our white label template into your site in a very short time.

2. Affiliate site

Expedia Affiliate Network offers you powerful self-service integration tools; your customers will go from your site to the affiliate section of your site without noticing any changes. That way you'll be able to have your own travel offering and receive commissions from bookings without having to worry about additional cost of supporting the bookings made on your sites by your customers.

All you need to do is to upload your header, footer and CSS styles through the EAN Affiliate Centre and you'll be able to customize your travel affiliate site to match your existing look and feel.



3. Before you start

You will need to have certain amount of technical knowledge to customize your affiliate site. This guide assumes you have a basic level of HTML and CSS skills.

If you are not an expert in HTML or CSS, don't panic! It is very easy to pick up the basics within a few hours.

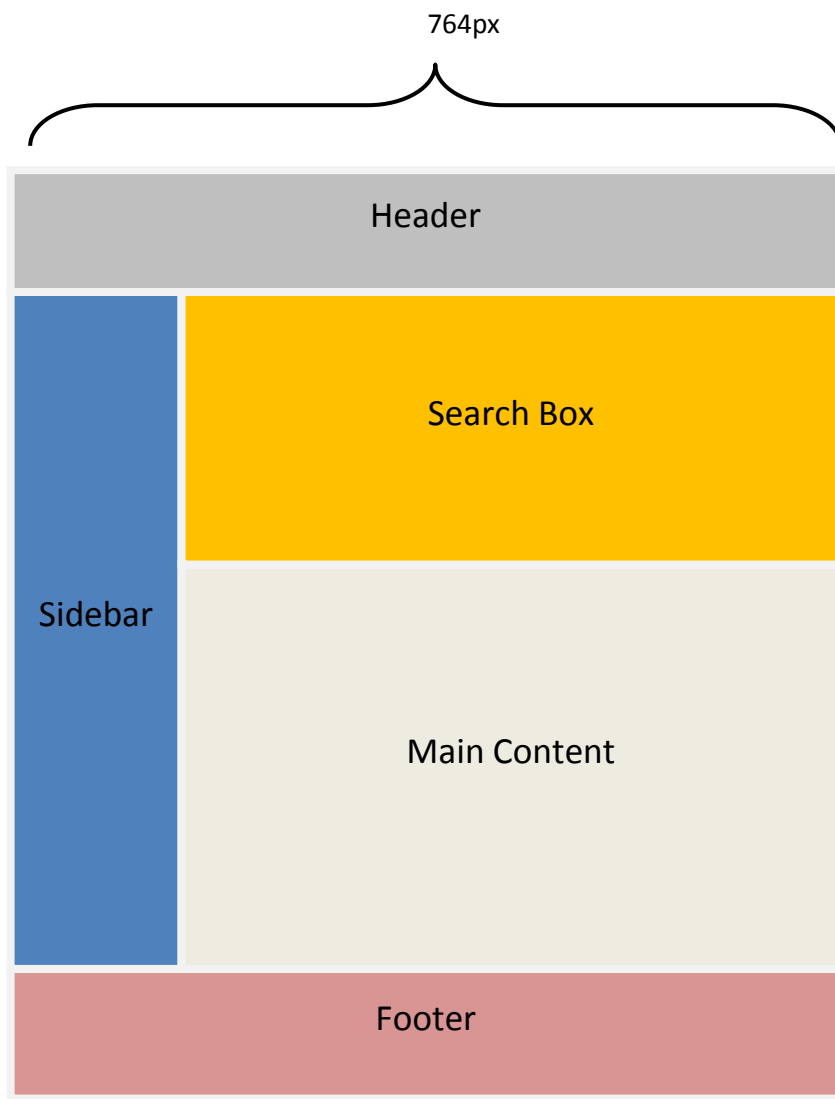
We recommend the following free online courses for beginners (or anyone who needs a refresher):

- <http://www.htmldog.com>
- <http://www.w3schools.com/>

4. Page elements and layout

When designing your own pages make sure that you choose a width of 764 px which is the width of our template pages.

To create a home page we used a simple two column CSS layout to define the following elements of our Index page: header, sidebar, search box, main content and footer.



A similar layout can be used to create other content pages for the site.

5. HTML & CSS structure

We used a basic CSS structure to build our pages, where we defined a header, a footer, a sidebar and main content layers (you can find the files in <http://Exampletravel.com/CleanSite.zip> for the clean structure and <http://Exampletravel.com/ExampleTravel.zip> for the entire site as it is).

You need to create an HTML file which will define the structure and content of your site and a Styles File which will define the styles used throughout your site.

File: Style.css

```
#wrapper {
margin: 0 auto;
width: 770px;
}
#header {
color: #333;
width: 770px;
float: left;
padding: 0px;
border: 1px solid #ccc;
height: 193px;
margin: 0px 0px 0px 0px;
background: #FFFFFF;
}
#leftcolumn {
color: #333;
border-left: 1px solid #ccc;
border-right: 1px solid #ccc;
background: #FFFFFF;
margin: 0px 0px 0px 0px;
padding-top: 2px;
padding-bottom: 10px;
padding-left: 5px;
padding-right: 5px;
height: 950px;
width: 205px;
float: left;
}
```

```
#content {
font-family: Arial, Helvetica, sans-serif;
float: left;
color: #333;
background: #FFFFFF;
margin: 0px 0px 0px 0px;
padding-top: 2px;
padding-bottom: 10px;
height: 950px;
width: 552px;
display: inline;
border-right: 1px solid #ccc;
}
#footerdown {
width: 750px;
clear: both;
color: #ffffff;
border: 1px solid #ccc;
background: #143D55;
margin: 20px 0px 10px 0px;
padding: 10px;
z-index: 5;
}
```

File: Index.html

```
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Travel Layout</title>
<link rel="stylesheet" type="text/css" href="clean.css" />
</head>
<body>
<!-- Begin Wrapper -->
<div id="wrapper">
  <!-- Begin Header -->
  <div id="header">
    HEADER
  </div>
  <!-- End Header -->
  <!-- Begin Left Column -->
  <div id="leftcolumn">
    SIDEBAR
  </div>
  <!-- End Left Column -->
  <!-- Begin Content Column -->
  <div id="content">
    CONTENT
  </div>
  <!-- End Content Column -->
  <!-- Begin Footer -->
  <div id="footerdown">
    FOOTER
  </div>
  <!-- End Footer -->
</div>
<!-- End Wrapper -->
</body>
</html>
```

6. Header

One of the main elements that will make EAN template integrate seamlessly with your site is the header that you can upload through the EAN Affiliate Center.

To start customizing your EAN affiliate site, you need to separate the header from the rest of the HTML. The header should contain the CSS styles that you are going to use throughout your affiliate site; you can virtually change most elements of the affiliate site pages through the CSS but for the purpose of this guide we are only going to change a few elements that will allow us to differentiate our site from the template pages.

i When changing elements of your affiliate pages through the CSS make sure that you don't modify general elements (p, H1, H2, buttons, general font sizes, etc) because they may cause a displacement of the elements and the pages may display incorrectly.

We are going to use a photo of a beach and a CSS menu bar that we can find in <http://www.free-css.com/free-css-menus/page1.php>

For the sample affiliate site Exampletravel.com we used the CSS menu 33: <http://www.free-css.com/assets/files/free-css-menus/download/page3/menu33.zip>

You can also find a CSS menu generator here:

http://www.cssmenu.com/horizontal_css_menu.php

Once you create your header you can put it inside the placeholder for the header in the HTML file.



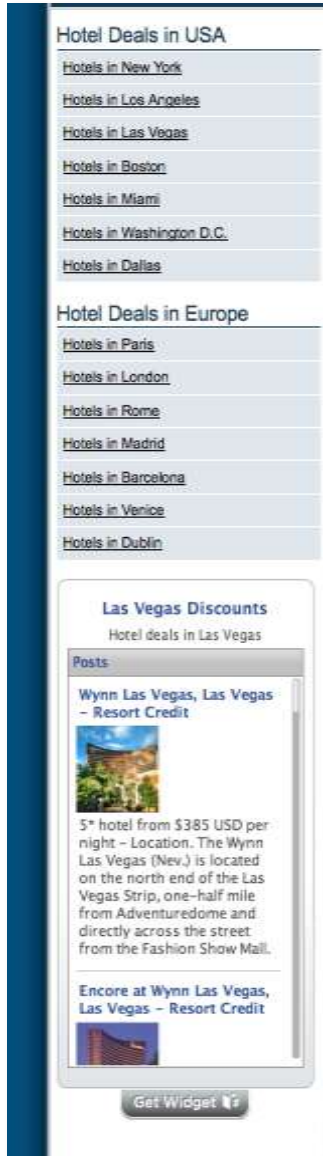
You can upload your header in the following page within our Affiliate Center:

<https://www.ian.com/ian/affiliatecenter/pageUpload.jsp>. Please read the instructions on the page carefully.



To correctly use the page upload feature with javascript, all javascript must be removed from your .js files and put it into a normal javascript tag inside the file where the .js reference was made. e.g. header.html had `<script language="javascript" src="test.js"></script>` the source in the header.html should be as follows: `<script language="javascript">functions from test.js put here</script>`

7. Side bar



We used a side bar on our site's home page to create some deep links into hotel search results pages for destinations in the USA and in Europe.

Remember that you can use the "Link Generator" within our Affiliate Center to create links to certain pages of your affiliate site:
<https://www.ian.com/ian/affiliatecenter/linkgenerator.jsp>

We also used this sidebar to place a dynamic widget with some hot deals for Las Vegas.

Use of this sidebar will give your visitor a quick access to the most important pages. Once your site is live you should analyse traffic and browsing patterns on your site and change these deeplinks according to your visitors' interests.

8. Footer

Use the footer to link to the most important pages on your site, privacy policy and any extra information you may find relevant such as secure site logo or copyright info.

You can also put your analytics (i.e. Google Analytics) code inside the footer placeholder.



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Secure Transactions: All our transactions are processed through secure channels that assure the client's privacy and reduce the risk of fraud to a minimum, mentioning this in the footer through a secure site logo is proved to have a good impact on conversion rates.



Google Analytics: Integrating your Google Analytics account with our template pages is very simple, you just need to email us you campaign's Google Analytics number (UA-XXXXX-X) to the following email address: eamkt@expedia.com

You can upload the footer in the following page within our Affiliate Center:

<https://www.ian.com/ian/affiliatecenter/pageUpload.jsp>



To correctly use the page upload feature with javascript, all javascript must be removed from your .js files and put it into a normal javascript tag inside the file where the .js reference was made. e.g. header.html had `<script language="javascript" src="test.js"></script>` the source in the header.html should be as follows: `<script language="javascript">functions from test.js put here</script>`

9. Search Box

There are multiple customizable search boxes in our Affiliate Center that you can use on your site:

<https://www.ian.com/ian/affiliatecenter/searchFormTemplate.jsp>

Here you can find a selection of our best performing search boxes code. Choose the language and currency of your affiliate site and click on any of the search boxes we offer. For Exampletravel.com we used the first one on the second row.



Integrating our search box with your page may seem a bit complicated but it's really a matter of cutting and pasting. In case of Exampletravel.com we eliminated some parts of the standard search box that we were not interested in:

- **Top label**

Eliminate the following from the code:

```
<br>
```

- **Cruises selector**

We don't want to sell cruises on our site* so we decided to remove the cruises selector by removing the following tags:

```
<td width="60" align="center" colspan="2"><a href="javascript:displayCruise();"></a></td>
```

And

```
<td width="5"><input type="radio" onClick="javascript:displayCruise();" name="indexSelect" id="cruise"></td><td  
valign="middle"><a href="javascript:displayCruise();" class="search-link">Cruises</a></td>
```

**At the moment Cruises Affiliate pages can't be customized so if you decide to keep this option your customers will not see your brand when searching for cruises.*

You can change the color of the search box by changing the color code in this line on the clean.css file:
.switcheroo-border { background: #EEF3F9;}

You can replace the travel product icons by replacing the images url in the following part of the code:

- **Flights:**

```

```

- **Hotels:**

```

```

- **Cars:**

Change this to the location of
your icon image

- **Cruises:**

Try not to use the icons bigger than 45x45 pixels.

10. Banners



You can create banners and use the link generator in our affiliate center to deeplink to any page within your white label pages.

<https://www.ian.com/ian/affiliatecenter/linkgenerator.jsp>

Also we regularly update our banner library and publish new banners that you can use on your site. You can find these banners in our Affiliate Center: <https://www.ian.com/ian/affiliatecenter/banners>.

11. Other page elements

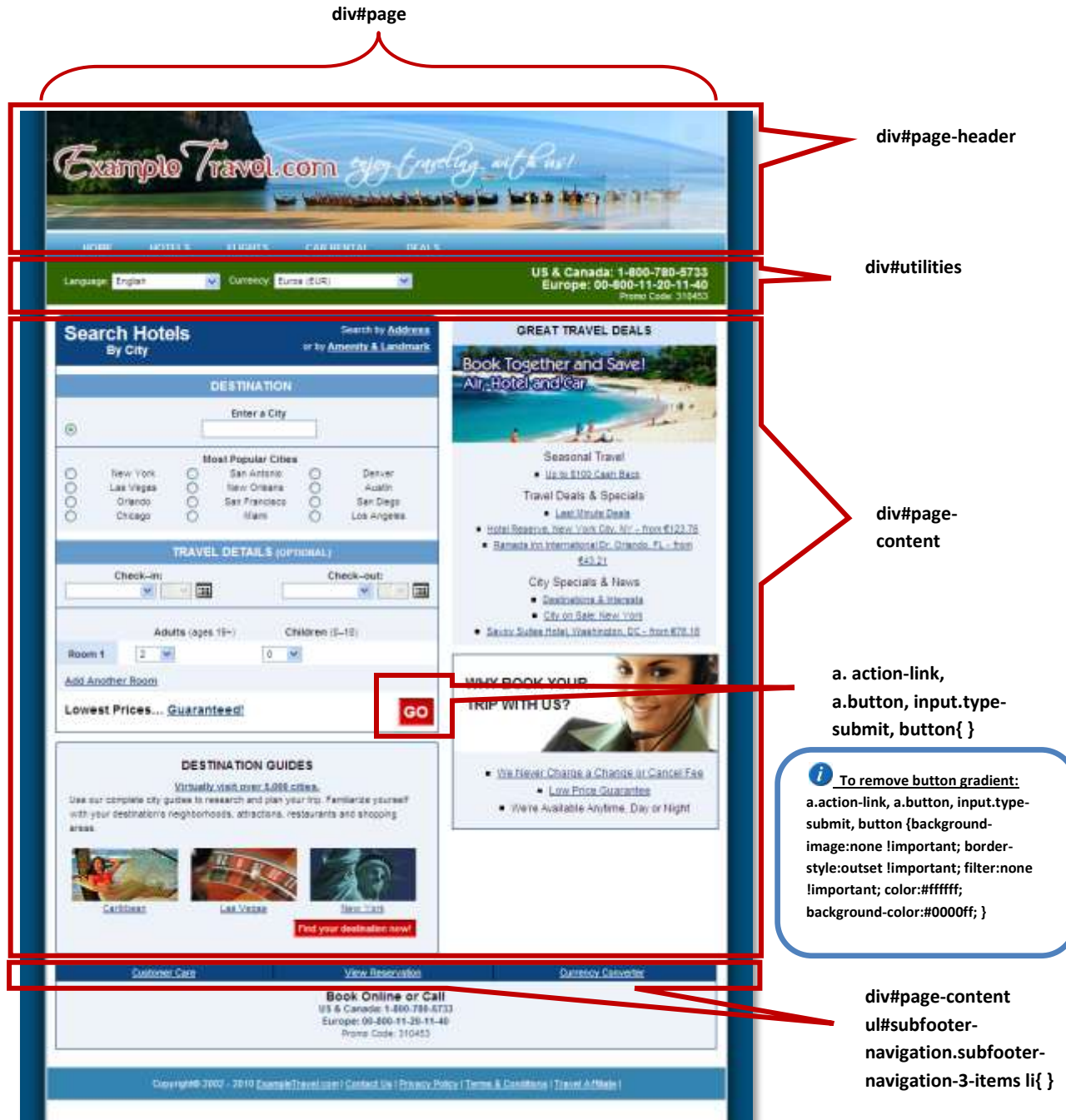
Changing certain elements of your affiliate site can be done through a styles definition placed in your header.

Below are a few of the most common elements you might want to adapt to your site's look and feel. For example, you can center your template pages by defining the following style:

```
Body div#page {margin: 0 auto;}
```

```
Body {text-align: center;}
```

div#page



div#page-header

div#utilities

div#page-content

a.action-link,
a.button, input.type-submit, button { }

To remove button gradient:
a.action-link, a.button, input.type-submit, button {background-image:none !important; border-style:outset !important; filter:none !important; color:#ffffff; background-color:#0000ff; }

div#page-content
ul#subfooter-navigation.subfooter-navigation-3-items li { }

12. Masking URLs

Masking your urls is way of showing your own domain name in the url bar for your affiliate pages, so it looks as if the pages reside in your own domain. In this case travel.exampletravel.com the pages are actually hosted on our servers:



If you don't mask the urls of your Affiliate site, they will sit under the IAN.com domain, for example:
<http://travel.ian.com/hotel/search/search?cid=310453>

Masked url for Exampletravel.com: <http://travel.exampletravel.com/hotel/search/search?cid=310453>

Masking your urls is relatively simple; you just need to create a cname record on your domain registrar where you point a subdomain of your domain (i.e. travel.exampletravel.com) to cname.travelnow.com

13. Your affiliate site is ready to go

By combining a few more elements such as an image map and a flash widget (available soon through our affiliate center) we have built our index page.

We can use this template to create more content pages. Remember that having original and unique content on your site increases your site's chances for ranking high on search engines.

If you need help generating content for your site you can contact one of our recommended SEO copy-writing vendors VirtualTravelGuides.com

As you can see we were able to build an entire travel site by designing a home page and a few other content pages such as travel product launch page or a deals page..

Starting your own travel business with EAN is fast and easy!

Home Page

Hotel Launch Page



Flight Launch Page

Deal Page

