



**Once You Know,
You Newegg.**

Landing Page Guidelines

Prerequisite

A basic knowledge for building web pages and an understanding of HTML, CSS, and Javascript code are highly recommended.

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Landing Page Template

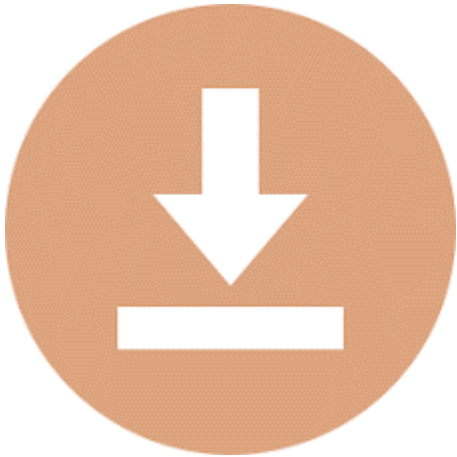
3

Code Structure Requirements

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Newegg SKUs Dynamic Pricings

Download the Landing Page (LP) Template



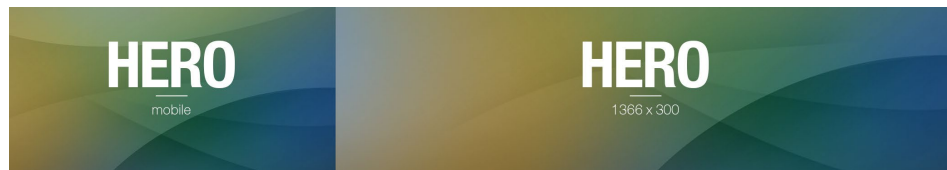
Go to this URL and download Newegg's LP template:

https://promotions.newegg.com/Newegg/LandingPage/2023_asset/LP_Template.zip

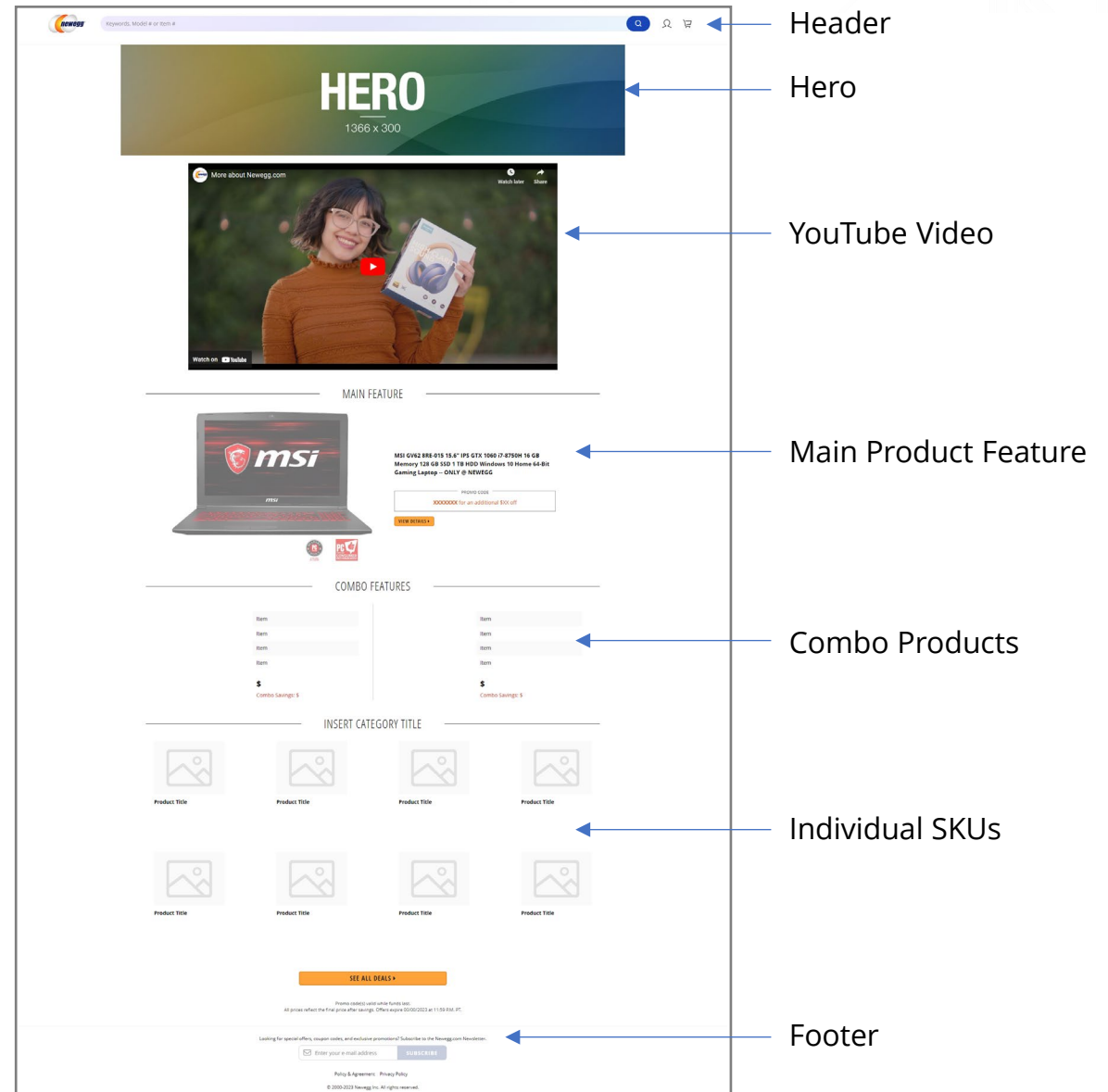
Landing Page Template

- 1 The landing page template comes with pre-built responsive sections:
- Header & Footer
 - Hero Banner
 - YouTube Video
 - Featuring the Main Product, Combo Products and Individual SKUs

2 **Optional:** Use the Photoshop template to design the mobile responsive banner.



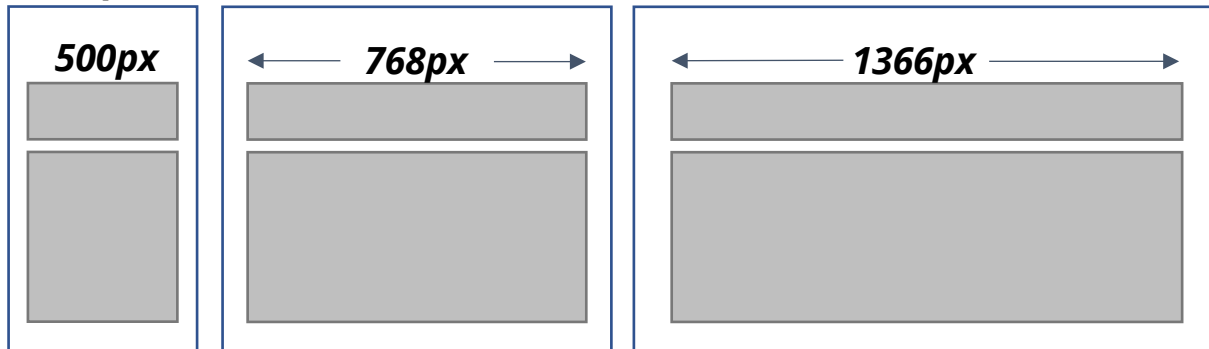
Hero_Template > hero.psd



Code Structure Requirements

1 The LP minimum width is set at 1366 pixels and the height varies. The custom LP must be coded with tablet & mobile responsive views.

Example



2 From the LP template, keep all the code above the `</head>` tag and below the `<!-- Newegg Footer | DO NOT REMOVE -->`. Additional code may be added in these areas.

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4 <meta charset="UTF-8">
5 <meta name="viewport" content="width=device-width, initial-scale=1, minimum-scale=1">
6 <meta name="apple-mobile-web-app-capable" content="yes">
7 <meta http-equiv="X-UA-Compatible" content="IE=edge">
8 <meta name="Description" content="Shop the best deals at Newegg with fast shipping and top-rated customer service.">
9 <link rel="canonical" href="{FINAL LP LINK GOES HERE}">
10 <meta http-equiv="Content-Security-Policy" content="upgrade-insecure-requests">
11 <title>Insert Page Title | Newegg.com</title>
12 <link type="text/css" rel="stylesheet" href="//images10.newegg.com/WebResource/Themes/2005/CSS/USA/font-
    awesome.v1.w.10825.0.css">
13 <link type="text/css" rel="stylesheet" href="//fonts.googleapis.com/css?
    family=Open+Sans:400,300,300italic,400italic,700,700italic|Open+Sans+Condensed:300,300italic,700">
14 <link type="text/css" rel="stylesheet" href="//fonts.googleapis.com/css2?
    family=Montserrat:wght@400;500;700;900&display=swap">
15 <link type="text/css" rel="stylesheet" href="//promotions.newegg.com/template/us/css/2015/template.css">
16 <link type="text/css" rel="stylesheet" href="images/css/base.css">
17
18 <!--[if lt IE 9]><link type="text/css" rel="stylesheet" href="css/ie.css"></script>
    src="//html5shim.googlecode.com/svn/trunk/html5.js"></script><![endif-->
19
20 <!-- Google Tag Manager | DO NOT REMOVE -->
21 <script type="text/javascript" src="https://cl.neweggimages.com/webresource/Scripts/plugin/gtm/eggtag.js"></script>
22
23 <!-- jQuery for Pricing | DO NOT REMOVE -->
24 <script type="text/javascript" src="//promotions.newegg.com/template/us/js/jquery-3.6.0.min.js"></script>
25
26 <!-- Combos Inventory, Pricing, and Sold Out scripts // REMOVE IF NO COMBOS -->
27 <script type="text/javascript" src="//www.newegg.com/common/LandingPageScripts.aspx?type=combo"></script>
28 <script type="text/javascript" src="//www.newegg.com/Common/ProductForLandingPage5.aspx?
    type=2&ComboList=000000&Action=jQuery"></script>
29 <script type="text/javascript">var ng_cbo_list=["0000000"];</script>
30 <script type="text/javascript">var uniInfo={"USA":true,"CAN":false,"B2B":false};</script>
31 <script type="text/javascript" src="//promotions.newegg.com/scripts/adjustStock-soldout-combo-0.9.js"></script>
32
33 </head>
```

3 Do not move/delete the Newegg's header and footer scripts.

```
<!-- Newegg Header | DO NOT REMOVE -->
<script type="text/javascript"
src="https://promotions.newegg.com/template/us/js/2021/header-light.js"></script>
```

```
<!-- Newegg Footer | DO NOT REMOVE -->
<script type="text/javascript"
src="https://promotions.newegg.com/template/us/js/2021/footer-light.js"></script>
```

4 Add your custom HTML design code in this section tag.

```
<!-- Start | Custom HTML Code Here -->
<section class="section-inner" role="main">
```

Newegg SKUs Dynamic Pricings

- 1 Input the SKUs into `var ng_list=["--SKU#--","--SKU#--"]` and `?ItemList=--SKU#-- , --SKU#--`

```
<!-- Insert Newegg Product SKUs for Dynamic Pricings -->
<script type="text/javascript">
  var ng_list=["11-147-313","17-152-036","89-007-656"];
</script>
<script type="text/javascript"
src="https://www.newegg.com/Common/ProductForLandingPage5.aspx?ItemList=11-147-313
656&Action=jQuery&displaySavePercentage=1&displayFinalPriceWithoutMIR=1"></script>
```

- 2 Input Newegg SKU# into `id="ngl_--SKU#--"`

```
&amp; Black Steel</div>
<div class="price" id="ngl_11-147-313"></div>
<div class="mir"></div>
```

- 3 From Newegg.com, search for the item SKU# and then manually copy & paste the item's content in your code:
URL, Image URL, Image Name, Product Title

Example

The screenshot shows a Newegg product page for a Rosewill ZIRCON I ATX Mid Tower Gaming PC Computer Case. The URL in the browser is `newegg.com/p/11-147-313?item=11-147-313&Tpk=11-147-313`. The product title is "Rosewill ZIRCON I ATX Mid Tower Gaming PC Computer Case with RGB Fan & LED Light Strips, 240mm AIO Support, Bottom Mount PSU & HDD/SSD, Tempered Glass & Black Steel". The price is \$119.99. The page also shows a "PC BUILDER" section and a "Start Building" button.

Newegg Combo SKUs Dynamic Pricings

- 1 Input the combo SKUs into `var ng_cbo_list=["--SKU#--","--SKU#--"]` and `&ComboList=--SKU#--,-SKU#--`

```
27 <!-- Combos Inventory, Pricing, and Sold Out scripts // REMOVE IF NO C  
28 <script type="text/javascript"  
src="//www.newegg.com/common/LandingPageScripts.aspx?type=combo"></scr  
29 <script type="text/javascript"  
src="//www.newegg.com/Common/ProductForLandingPage5.aspx?  
type=2&ComboList=0000000&Action=jQuery"></script>  
30 <script type="text/javascript">var ng_cbo_list=["0000000"];</script>
```

- 2 Input Newegg combo SKU# into `id="ngl_--ComboSKU#--"` and `ComboDetail["--ComboSKU#--"]`

```
<ul class="productList" id="ngl_0000001">  
<li class="finalPrice">$<script  
type="text/javascript">ComboDetail["0000001"].finalPriceAfterMIR.displayPrice()  
</script></li>  
<li class="instantSavingsCombo">Combo Savings: $<script  
type="text/javascript">ComboDetail["0000001"].totalDiscount.displayPrice();  
</script></li>  
</ul>
```

- 3 Contact your Newegg Category Manager for details regarding **URL, Image URL, Image Name, Product Title**

Example

The screenshot shows a Newegg product page for a combo deal. The URL is `newegg.com/Product/ComboDealDetails?ItemList=Combo.4535715`. The page displays the product title, image URL, and a list of items. The product title is "AMD Ryzen 5 7600X - 6-Core 4.7 GHz Desktop Processor and MSI PRO B650-P WIFI AM5 AMD B650 SATA 6Gb/s DDR5 Ryzen 7000 ATX Motherboard and OLOy Blade RGB 16GB (2 x 8GB) DDR5 5600 (PC5 44800) Desktop Memory". The image URL is `newegg.com/Product/ComboDealDetails?ItemList=Combo.4535715`. The page also includes a "SHARE" button, a "In stock. Limit 1 per customer." notice, and a disclaimer about compatibility and returns.



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Thank you.