



Links to the iFootpath website

Description	Methodology	Example
A - Linking to individual iFootpath walks published on the iFootpath website	Each iFootpath walk has an individual URL in the form of - http://www.footpath.com/index.php?option=com_wrapper&view=wrapper&Itemid=39&walkID=2792 Where 2792 is the walk number	The Canal and River Trust link to iFootpath walks along canals that they manage http://canalrivertrust.org.uk/see-and-do/routes/rowbarge-canal-and-river-trail



B - Linking to a walk list within a particular postcode or postcode search box.

A list of iFootpath walks close to a particular postcode (first half) can be created for anywhere in the UK. The URL is in the form of -

http://www.footpath.com/index.php?option=com_wrapper&view=wrapper&Itemid=42&postcode=rg1

Where rg1 is the first half of the postcode. The user can also switch to map view when on the iFootpath website.

A postcode search box is more useful if you have a blog or website that covers a range of geographical locations. you can insert the HTML code in a webpage or in a Wordpress text widget. Below is an example of the search box and you can of course tailor the words to suit your needs. Please note that the search will only work with the first half of the postcode whether that is 3 or 4 characters long.

Here is the code

```
<p>
Please input the first half of your postcode to find walking guides nearby<br>
<form action="#" onsubmit="location.href =
'http://ifootpath.com/index.php?option=com_wrapper&view=wrapper&Itemid=
42&postcode=' + this.elements.date.value; return false;">
<input type="text" name="date"> <input type="submit" value="Submit">
</form>
<p>
```

C - Linking to a walk list from a postcode search box

A small piece of code can be inserted in a web page that allows the user to search for nearby walks using the first half of a postcode.

The code is in the form of -

```
<p>
Please input the first half of your postcode to find walking guides nearby<br>
<form action="#" onsubmit="location.href =
```

The Independent Hostel Guide links to iFootpath walks that are nearby their hostels

<http://independenthostels.co.uk/members/theprivettcentre/>

(See iFootpath icon on the right of the map)

Below is an example of the search box

Please input the first half of your postcode to find walking guides nearby

The Dog Remote Control website uses this function to provide a list of walks from its WordPress site.

<http://www.dogremotecontrol.com>

(See search box - top right hand column)



	<pre>'http://ifootpath.com/index.php?option=com_wrapper&view=wrapper&Itemid=42&postcode=' + this.elements.date.value; return false;''> <input type="text" name="date"> <input type="submit" value="Submit"> </form> <p></pre> <p>This code can be developed to suit the host website in terms of colours and text e.g. the 'submit' box could be retitled 'find'</p>	
<p>D - Content Syndication allows iFootpath walks to be displayed within a website by drawing on live data from the iFootpath servers. This means that the content is always up to date and includes users walk comments.</p>	<p>Every iFootpath walk can be displayed and the URL has the following form –</p> <p>http://www.ifootpath.com/walking/walkshow.php?walkID=1993</p> <p>This page can then be imbedded within the host website using a simple <iframe> code. Full help is available from iFootpath.</p> <p>It is also possible to brand and add simple styling to the syndicated pages.</p>	<p>The Friends of The Hurtwood commissioned IFootpath to create and publish four walks. These have been published on their website using content syndication.</p> <p>http://friendsofthehurtwood.co.uk/the-hurtwood-and-holmbury-hill</p>
<p>E - Linking using banners and logos</p>	<p>iFootpath has a range of banners and logos that can be used on websites for linking to the iFootpath website. These banners and logos can be hosted on the iFootpath website and provided via a URL or copied to the users website.</p> <p>An example code using an iFootpath hosted banner is as follows</p> <pre><!--iFootpath banner.--> <div align="CENTER"> </div><div align="CENTER">
</div><div align="CENTER">
</div><!--iFootpath banner.--></pre>	<p>We can create a full range of banners and logos to meet your requirements.</p>    



F - Linking to iFootpath Apps on iTunes, Google Play, Amazon and Samsung

The iFootpath Apps can be obtained on iTunes (iOS), Google Play (Android), Amazon (Android) and Samsung (Android).

Linking can be via a specific URL or via an App badge provided by the app host - i.e. iTunes.

iOS (iPhone link) <https://itunes.apple.com/gb/app/ifootpath/id460757115?mt=8>

Google Play (Android)
<https://play.google.com/store/apps/details?id=com.footpath>

Amazon (Android)
http://www.amazon.co.uk/gp/product/B00I5111XG/ref=as_li_ss_tl?ie=UTF8&camp=1634&creative=19450&creativeASIN=B00I5111XG&linkCode=as2&tag=ifootpath-21

Samsung App store (Android)
<http://apps.samsung.com/venus/topApps/topAppsDetail.as?productId=000000794134>

Each of the App stores provides logos and other collateral for linking to Apps. Please note that there are strict guidelines on linking with logos and badges.

iTunes



Example -
<http://www.apple.com/itunes/affiliates/resources/documentation/identity-guidelines.html>

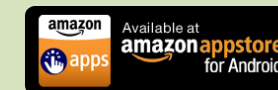
Google Play



Example -
<http://developer.android.com/distribute/googleplay/promote/badges.html>

Amazon

Example -



<https://developer.amazon.com/appsandservices/community/post/Tx17GMAFSFURNP1/Introducing-Amazon-Appstore-badges>

Samsung - currently no badges or guidelines available



<p>G - Revenue generation opportunities</p>	<p>Two revenue opportunities exist through the generation of commission on Android and iOS app sales.</p> <p>For Android sales the Amazon associative/affiliate scheme works well – there is Google Play opportunity. Revenue is generated from any products that are bought after the link to the iFootpath App has been clicked. Details about the Amazon affiliate scheme can be found from the relevant Amazon home page - UK & USA are below.</p> <p>https://affiliate-program.amazon.co.uk https://affiliate-program.amazon.com</p> <p>For iOS/iTunes Apple operates an affiliate scheme through a single scheme across all countries. Details can be found at the following link.</p> <p>https://www.apple.com/uk/itunes/affiliates/</p>	
<p>H - Unified app download URL</p>	<p>iFootpath also provides a unified App download URL.</p> <p>http://onelink.to/ifootpath</p> <p>You can generate your own unified link and use the URLs generated through Amazon or iTunes affiliate schemes.</p>	<p>This link provides a hub for access to iTunes, Google Play and Amazon App store. It will identify the users preferred store and create a direct button.</p>
<p>I - Other links</p>	<p>iFootpath also participates in a number of Social Media initiatives. Accounts can be reached using the following links.</p> <p>Twitter - @iFootpathuk https://twitter.com/ifootpathuk</p>	



Facebook – iFootpath Facebook Group
<https://www.facebook.com/groups/ifootpath/>

LinkedIn – LinkedIn iFootpath Group
<http://www.linkedin.com/groups/iFootpath-Walking-guides-technology-apps-6507647?>