

Deep Linking



When to use deep linking? The HP Brand store has different sections. Deep linkingshould only be used if you want to showcase a specific category section. For example- If you have a “Workstations” page then addingthe “Workstations” deep link will allow that specific category rich content to appear on youwebsite page. If you do not need to showcase a specific category section then simply add the “brandstore” code.

1	Identify where you would likethe specific category content toreside on your website
2	Paste in the JS embed code from the deep linking section of the emailbetween the navigation Header and Footeron your website.
3	Oncethe JS embed code is added theHP category content should appear wheneach pageis re-published
4	Send a Production URL to brandshowcase-support@hp.com when completed
	All HP assets are syndicated and updated automatically with new content– maintenance free
	If assistance or support is needed please contact brandshowcase-support@hp.com

