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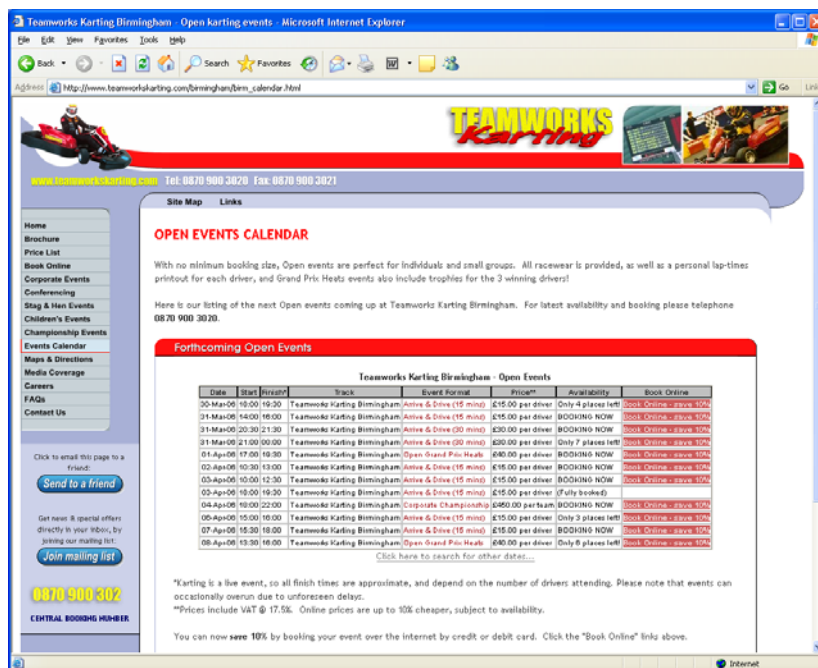
INSTRUCTIONS: HOW TO CREATE “BOOK NOW” LINKS IN 3 EASY STEPS

Once you have advertised your events on **kartingonline.co.uk** you may want to create some “Click to Book” or “Book Now” or “Book Online” links on your web site, so that your visitors can book online directly from your own web site.

For example, they could click on a photo or a banner like this ...



... or you might have an “Open Events Calendar” page like this ...



The screenshot shows a web browser window displaying the 'Open Events Calendar' page for Teamworks Karting Birmingham. The page features a navigation menu on the left, a main content area with event details, and a table of forthcoming open events.

Teamworks Karting Birmingham - Open Events

Date	Start	Finish	Track	Event Format	Price**	Availability	Book Online
30-Mar-06	10:00	10:30	Teamworks Karting Birmingham	Active & Drive (15 mins)	£15.00 per driver	Only 4 places left	Book Online - save 10%
31-Mar-06	14:00	16:00	Teamworks Karting Birmingham	Active & Drive (15 mins)	£15.00 per driver	BOOKING NOW	Book Online - save 10%
31-Mar-06	20:30	21:30	Teamworks Karting Birmingham	Active & Drive (20 mins)	£20.00 per driver	BOOKING NOW	Book Online - save 10%
31-Mar-06	21:00	00:00	Teamworks Karting Birmingham	Active & Drive (20 mins)	£20.00 per driver	Only 7 places left	Book Online - save 10%
01-Apr-06	17:00	19:30	Teamworks Karting Birmingham	Open Grand Prix Heats	£60.00 per driver	BOOKING NOW	Book Online - save 10%
02-Apr-06	10:30	13:00	Teamworks Karting Birmingham	Active & Drive (15 mins)	£15.00 per driver	BOOKING NOW	Book Online - save 10%
03-Apr-06	10:30	12:30	Teamworks Karting Birmingham	Active & Drive (15 mins)	£15.00 per driver	BOOKING NOW	Book Online - save 10%
03-Apr-06	10:00	10:30	Teamworks Karting Birmingham	Active & Drive (15 mins)	£15.00 per driver	Fully booked	
04-Apr-06	10:00	22:00	Teamworks Karting Birmingham	Corporate Championships	£400.00 per team	BOOKING NOW	Book Online - save 10%
05-Apr-06	15:00	18:00	Teamworks Karting Birmingham	Active & Drive (15 mins)	£15.00 per driver	Only 3 places left	Book Online - save 10%
07-Apr-06	15:30	18:00	Teamworks Karting Birmingham	Active & Drive (15 mins)	£15.00 per driver	BOOKING NOW	Book Online - save 10%
08-Apr-06	13:30	16:00	Teamworks Karting Birmingham	Open Grand Prix Heats	£40.00 per driver	Only 6 places left	Book Online - save 10%

*Karting is a live event, so all finish times are approximate, and depend on the number of drivers attending. Please note that events can occasionally overrun due to unforeseen delay.
**Prices include VAT @ 17.5%. Online prices are up to 10% cheaper, subject to availability.
You can now save 10% by booking your event over the internet by credit or debit card. Click the "Book Online" links above.

... or you might have a “Championship Results” page like this ...

League Results			
Teamworks Karting Corporate Karting Championship 2006 in support of the Birmingham Foundation			
Industry Sector	Date	Time	Winners / Online Booking
Round 1 - PR & MEDIA	Tues 7th February	6pm-9pm	Winners: N5 Ltd
Round 2 - LAW	Tues 7th March	6pm-9pm	Winners: Sydney Mitchell
Round 3 - FINANCE	Tues 21st March	6pm-9pm	Winners: PriceWaterhouseCoopers
Round 4 - ACCOUNTANTS	Tues 4th April	6pm-9pm	Book Online
Round 5 - PROPERTY	Tues 9th May	6pm-9pm	(Sold Out)
Round 6 - INSURANCE	Tues 6th June	6pm-9pm	Book Online
Round 7 - CONSTRUCTION	Tues 11th July	6pm-9pm	Book Online
Round 8 - MOTOR & INDUSTRY	Tues 12th September	6pm-9pm	Book Online
Round 9 - IT & TELECOMS	Thu 28th September	6pm-9pm	Book Online
Round 10 - RECRUITMENT	Tues 10th October	6pm-9pm	Book Online
GRAND PRIX GRAND FINAL (Winning teams from each round)	Tues 21st November	6pm-9pm	(Round Winners only)

kartingonline.co.uk makes this easy, with no complicated software.

Note: You need to be able to create or edit your own web pages, or you can ask your web designer to read this document and they can do it for you in a matter of seconds.

Step 1 – Advertise your event

First you need to advertise your event on **kartingonline.co.uk**. For instructions on how to do this, see the separate document titled “Step-By-Step Instructions”, or you can download it from here:

<http://www.kartingonline.co.uk/tellmemore/howtoadvertiseanevent.pdf>

Step 2 – Add an Anchor tag onto your own web page

To create a link that looks like this...

Event Format	Date	Time	Booking
Open Grand Prix Heats	Weds 7th June	6pm-9pm	Book Online

...you need to put the following HTML code in the “Booking” box:

```
<A HREF="http://www.kartingonline.co.uk/searchevents.aspx?circuitid=27&startdate=07/06/06&days=0&skipsearch=true">Book Online</A>
```

That’s all! (It looks complicated if you’ve never designed a web site before, but any web designer can create this link in seconds). When a user clicks on the words “Book Online” they will be taken directly to your advertised event, and can book immediately by secure credit/debit card payment.

Step 3

Er, there is no step three. That really is all there is to it!

TECHNICAL INFORMATION: (FOR WEB DESIGNERS)

What does the HTML code do?

Here's an explanation of the codes:

<i>circuitid=27</i>	This is your unique Circuit number. For example, 27 is Teamworks Karting Birmingham. If you do not know your CircuitID number, please email info@kartingonline.co.uk
<i>startdate=07/06/06</i>	When the user clicks on the link, all bookings on this date will be displayed. This field is optional: if you omit it, Karting Online will display events on today's date.
<i>days=0</i>	If you want to create a link that displays a whole week or month of events, change this to " <i>days=7</i> " or " <i>days=30</i> " as appropriate. This field is optional: if you omit it, Karting Online will display 1 month of events, starting from the <i>startdate</i> .
<i>skipsearch=true</i>	This code skips past the "Search" button on kartingonline.co.uk , and takes the user directly to the list of events. This field is optional: if you omit it, Karting Online will display the UK map and the <i>circuitid</i> and/or <i>startdate</i> specified, allowing the user to press the "Search" button for themselves.

Examples

To display all events in the next 30 days at Teamworks Karting Birmingham (*circuitid=27*):

```
<A HREF="http://www.kartingonline.co.uk/searchevents.aspx?circuitid=27&days=30&skipsearch=true">
Click HERE for all events in the next 30 days</A>
```

To display all events in the next 60 days at Teamworks Karting Birmingham (*circuitid=27*):

```
<A HREF="http://www.kartingonline.co.uk/searchevents.aspx?circuitid=27&days=60&skipsearch=true">
Click HERE for all events in the next 2 months</A>
```

To display all events in December 2007 at Teamworks Karting Birmingham (*circuitid=27*):

```
<A HREF="http://www.kartingonline.co.uk/searchevents.aspx?circuitid=27&startdate=01/12/07&days=31&skipsearch=true">
Click HERE for all events in December 2007</A>
```

To display all events on 10th October 2007 at Motorsport World (*circuitid=10*):

```
<A HREF="http://www.kartingonline.co.uk/searchevents.aspx?circuitid=10&startdate=10/10/07&days=0&skipsearch=true">
Click HERE to book our event on 10th October 2007</A>
```