



erudus

United around food data

Web Badge Hyperlinking Guide

Show your support

By displaying the Erudus web badge on your website, blog or social media channels, you'll be letting the world know that your business is part of the industry-wide solution to sharing essential food product information.

[>> Download your web badge here <<](#)



Spread the word

Using a hyperlinked Erudus web badge is a quick and easy way of spreading our shared goal of food data truth throughout the industry, and encouraging others to get involved.

Save money

To say thanks for the support, we'll give you 10% off your Erudus subscription whilst you're displaying one of our hyperlinked web badges on your website.

What to do

To enjoy your discount, simply download your preferred web badge from our selection, add it to your website (or blog) and create a hyperlink back to the Erudus homepage (erudus.com).

How to add the badge and hyperlink:

Copy and paste the HTML code:

```
<a title="Erudus - United Around Food Data, The Food Industry Solution to Sharing Food Product Data" href="https://erudus.com" target="_blank" rel="noopener"></a>
```

Use the tag to embed the web badge by making the src (the attribute which specifies the path to the image being displayed) the path to the web badge for example <https://yourwebsite.com/img/Erudus-WebBadge-03-Dark-757x757.png> and making the alt attribute (your Image Alt text) "We're supporting Erudus as the food industry data pool solution to communicating food product information".

Use the <a> tag to define the hyperlink, with the title being "Erudus - United Around Food Data, The Food Industry Solution to Sharing Food Product Data" and the href (the attribute which specifies the URL of the page the link goes to) being "https://erudus.com/"

Link examples below: -

[Erudus](#)

[Erudus - Allergen, Nutrition & Technical Product Specifications](#)

[Erudus - The Food Industry's Collaborative Solution to Sharing Product Data - Allergen, Nutrition & Technical data for Caterers, Wholesalers and Foodservice](#)

Need Help?

If you need any help adding a badge and hyper link please feel free to contact us on 0333 121 89 99 or email support@erudus.com.