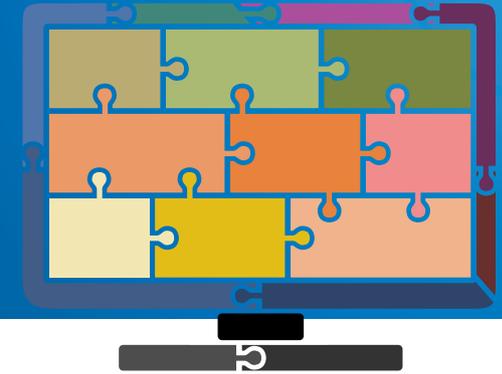


# Building an online Sophos presence



We all know that having an effective website is one of the best tools for promoting your business. Your website is essentially an online shop window, accessible to customers 24/7, which means the more eye-catching and up-to-date it is, the better the impression it will make on your customers.

## Sophos Site-in-a-box

Sophos Site-in-a-box is a website syndication tool which quickly and easily embeds your site with the latest Sophos product information.

## What are the benefits of using Site-in-a-box?

- ▶ Implementation to your website takes just a few minutes.
- ▶ No HTML skills required.
- ▶ Available in five languages.
- ▶ Receive leads directly into your inbox.
- ▶ Offered at no cost to Sophos partners.

## Three steps to success

Launch your Sophos site in three easy steps:

- 1** Visit the [partner portal](#) and select your syndication code to upload content.
- 2** Add a page to your website with the syndication code and test it. Create a new page for your website with your branding, header, navigation, sidebar, footer, graphics, and anything else you would normally include. In the main content area, paste the syndication code from step 1.
- 3** Link to the new page in your navigation. After uploading your new page of syndicated content, put links in your website's navigation, sidebar, homepage, etc. so your web visitors can find it. The more people you drive to the content, the easier it is to start generating leads.

**1** Upload Sophos content and get qualified leads in your inbox.

Select language:

Select your unique Syndication Code:

```
<iframe src="https://partnerportal.sophos.com/frame/microsoft/overview.aspx?partner_referral_id=003300000verVSI&partner_name=Isoft-Platform+Partn" frameborder="0"></iframe>
```

**2** Add a page to your website with the syndication code and test it.

Create a new page for your website with your branding, header, navigation, sidebar, footer, graphics, and anything else you would normally include in the main content area, paste the syndication code from step 1.

- At least 1000 pixels should be available on your content area.
- Please define the height and width for the iframe within your CSS.
- It is recommended that you place the syndicated content on a white background (if this container with a white background is recommended).

**3** Link to the new page in your navigation.

After uploading your new page of syndicated content, put links in your website's navigation, sidebar, homepage, etc. so your web visitors can find it. The more people you drive to the content, the easier it is to start generating leads.

*Note: Once the new page with the syndication code has been uploaded to your website, view it in multiple web browsers to ensure it looks the way you expect.*

Get Sophos Site-in-a-box

## Understanding the Syndication Code

```
<iframe src='https://partnerportal.sophos.com/en-us/microsite/overview.aspx? partner_referral_id=001g000001DWK6t &partner_name= Test+Partner' frameborder='0' height="700" width="100%">
```

Unique 15 digit Referral ID  
(Unique for each Sophos partner)

Name of Partner

## Build your Sophos product pages

There are two options to create a Sophos product page for your website:

- 1 To display the full Sophos product portfolio, simply embed the syndication code as it is in the Partner Portal.
- 2 To select and display individual product families, just replace the URL of the overview page (retaining the rest of the i-frame code) with any of the URLs below.

**Intercept X:** <https://partnerportal.sophos.com/en-us/microsite/products/intercept-x.aspx>

**XG Firewall:** <https://partnerportal.sophos.com/en-us/microsite/products/xg-firewall.aspx>

**Endpoint Protection:** <https://partnerportal.sophos.com/en-us/microsite/products/endpoint-protection.aspx>

**Mobile Control:** <https://partnerportal.sophos.com/en-us/microsite/products/mobile-control.aspx>

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## Receive leads in your inbox

The iframe code carries a Sophos "Referral-ID", unique to your organization and is recognized by our lead management systems. When Sophos Site-in-a-box is deployed, any website visitor who leaves your site for Sophos.com will retain this ID, ensuring that any activity they carry out, such as filling out a quote request form or requesting a product evaluation, will be passed straight back to you. These leads are recorded in our system as partner-generated and will be sent to you via email, while also being available via the partner portal.

Please ensure that your portal account is set up for lead notifications. If you are unsure about this, please reach out to your Channel Account Manager.

For more information about how the Sophos Lead Referral Program works, [click here](#).

## How will it look on my website?

Here is a preview page that we have developed, so you can see how your website will look: [Sophos Site-in-a-Box demo](#). This is a responsive microsite, so will also work on your mobile websites.



If you have any questions, please contact your Channel Account Manager

**SOPHOS**