

TitleSeed

“TitleSeed” is a named anchor tag leading from the top of an article page to a 5min VideoSeed implementation at the bottom. We recognize that real-estate at the top of the page is costly, but a small link right below the article title is a small price to pay for significantly increased conversion rate and improved site engagement.

The default TitleSeed offering graphics:



However, several adjustable properties exist, and partners may also opt to use their own custom design.

The properties open to change are

- A. Font Type (Verdana or Arial)
- B. Font Size (9-14)
- C. Background color (transparent or white)

To select these different options, change the image link. The image path is constructed as follows:
[http://pshared.5min.com/Graphics/Titleseed/font_size\(_transparent\).gif](http://pshared.5min.com/Graphics/Titleseed/font_size(_transparent).gif)

Examples:

http://pshared.5min.com/Graphics/Titleseed/arial_9_transparent.gif

http://pshared.5min.com/Graphics/Titleseed/arial_12.gif

http://pshared.5min.com/Graphics/Titleseed/verdana_9_transparent.gif

http://pshared.5min.com/Graphics/Titleseed/verdana_11.gif

Select the best font to match the page. Font size should optimally be larger than the article text and smaller than the title text. Background color should be white when white, transparent in all other cases. Pages with dark backgrounds should use a customized TitleSeed image. Position the TitleSeed directly underneath the article title for optimal performance.

See Table 1 for a list of all the default options.

TitleSeed Implementation

1. Add the following div to the top of the page content, under the article title:

```
<div id="titleseed" style="display:none"><P><strong><a href="#5min"> </a></strong></P></div>
```

Where **font_size(_transparent).gif** is the exact titleseed image.

2. Add the following anchor name, directly above the 5min playerseed/thumbseed code:

```
<a name="5min"></a>
```

3. Concatenate **wrapperToShow=titleseed** to the videoseed URL code. For example:

```
<script type="text/javascript" src="http://pshared.5min.com/Scripts/PlayerSeed.js?sid=142&w;idth=400&h;eight=255&v;ideoControlDisplayColor=%23191919&a;utoStart=false&w;rapperToShow=titleseed"></script>
```

Or

```
<script type="text/javascript" src="http://pshared.5min.com/Scripts/ThumbSeed2.js?sid=142&t;xtLocation=1&t;humbnailSize=0&w;idth=468&h;eight=200&t;itle=Related%20Videos&h;eaderTextColor=%23000000&t;extFGColor=%23000000&t;extFGColor_MO=%23FFFFFF&t;extBGColor=transparent&t;extBGColor_MO=%23000000&f;allback=0&f;allbackType=category&w;rapperToShow=titleseed"></script>
```

FAQ

Why is the named anchor linking to my homepage instead of to the related videos at the bottom of the page?

In all likelihood, you are using `<base href>` code. To override the base href default, the following javascript can be used instead of a regular link to "#5min". Simply replace the line from step 1 with this line of code:

```
<div id="titleseed" style="display:none"><P><a href="javascript:;" onclick="document.location.hash='5min';"> </a></P></div>
```

How can I use my own customized TitleSeed image?

To use a customized TitleSeed image, simply replace the image in the src URL of the tag with the desired image:

```

```

To

```

```

Table 1.

Arial, size 9 white background	http://pshared.5min.com/Graphics/Titleseed/arial_9.gif
Arial, size 10 white background	http://pshared.5min.com/Graphics/Titleseed/arial_10.gif
Arial, size 11 white background	http://pshared.5min.com/Graphics/Titleseed/arial_11.gif
Arial, size 12 white background	http://pshared.5min.com/Graphics/Titleseed/arial_12.gif
Arial, size 13 white background	http://pshared.5min.com/Graphics/Titleseed/arial_13.gif
Arial, size 14 white background	http://pshared.5min.com/Graphics/Titleseed/arial_14.gif
Arial, size 9 transparent background	http://pshared.5min.com/Graphics/Titleseed/arial_9_transparent.gif
Arial, size 10 transparent background	http://pshared.5min.com/Graphics/Titleseed/arial_10_transparent.gif
Arial, size 11 transparent background	http://pshared.5min.com/Graphics/Titleseed/arial_11_transparent.gif
Arial, size 12 transparent background	http://pshared.5min.com/Graphics/Titleseed/arial_12_transparent.gif

Arial, size 13 transparent background	http://pshared.5min.com/Graphics/Titleseed/arial_13_transparent.gif
Arial, size 14 transparent background	http://pshared.5min.com/Graphics/Titleseed/arial_14_transparent.gif
Verdana, size 9 white background	http://pshared.5min.com/Graphics/Titleseed/verdana_9.gif
Verdana, size 10 white background	http://pshared.5min.com/Graphics/Titleseed/verdana_10.gif
Verdana, size 11 white background	http://pshared.5min.com/Graphics/Titleseed/verdana_11.gif
Verdana, size 12 white background	http://pshared.5min.com/Graphics/Titleseed/verdana_12.gif
Verdana, size 13 white background	http://pshared.5min.com/Graphics/Titleseed/verdana_13.gif
Verdana, size 14 white background	http://pshared.5min.com/Graphics/Titleseed/verdana_14.gif
Verdana, size 9 transparent background	http://pshared.5min.com/Graphics/Titleseed/verdana_9_transparent.gif
Verdana, size 10 transparent background	http://pshared.5min.com/Graphics/Titleseed/verdana_10_transparent.gif
Verdana, size 11 transparent background	http://pshared.5min.com/Graphics/Titleseed/verdana_11_transparent.gif
Verdana, size 12 transparent background	http://pshared.5min.com/Graphics/Titleseed/verdana_12_transparent.gif
Verdana, size 13 transparent background	http://pshared.5min.com/Graphics/Titleseed/verdana_13_transparent.gif
Verdana, size 14 transparent background	http://pshared.5min.com/Graphics/Titleseed/verdana_14_transparent.gif