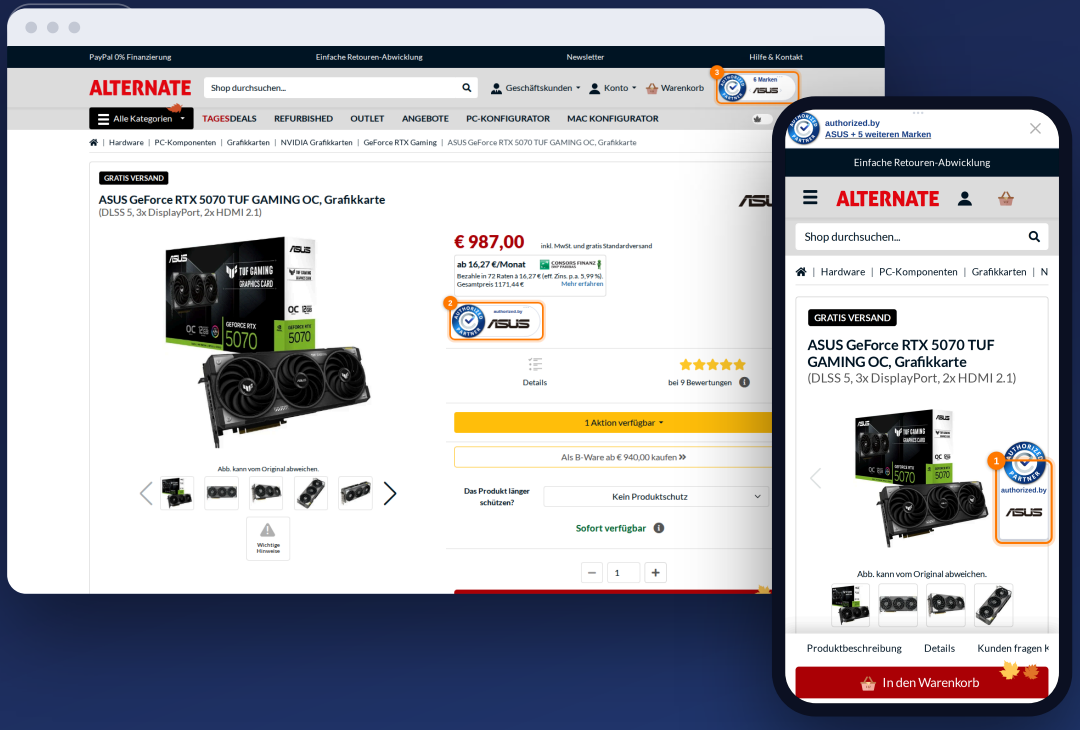
authorized.by
TÜV SAARLAND GROUP

GUIDE FOR ONLINE RETAILERS

# Installing the authorized.by seal

From registration to the seal on your product pages – step by step, on desktop and mobile.

Registration · Partner code · Drag & Drop · CSS selectors · Mobile · schema.org




Illustrative example: the screenshots show the seal on a real online shop (alternate.de) with sample data. They do not describe actual partnerships.

Version 1.0 · October 2026

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08 The seals at a glance
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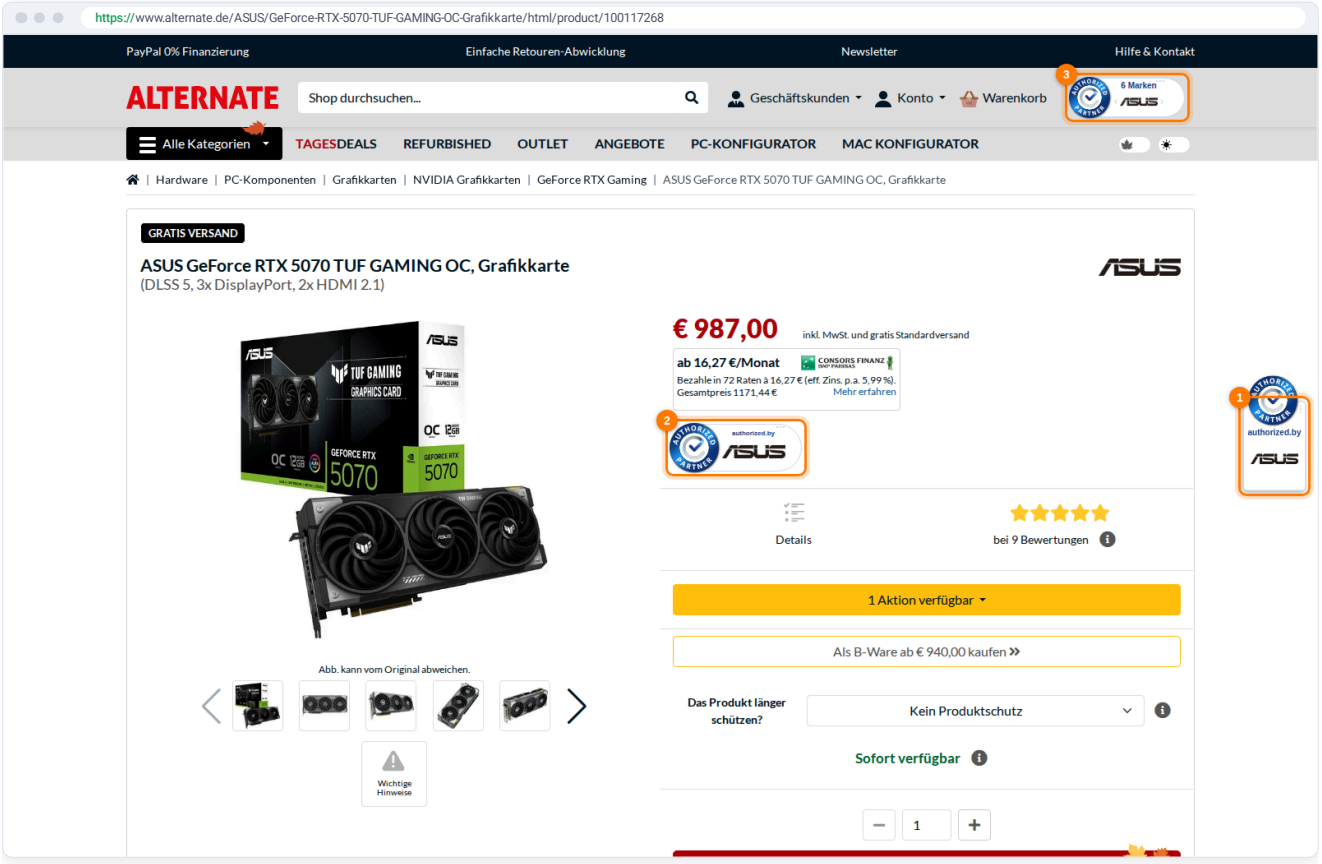
→ Book free assistance
Free 1:1 session with our seal experts

01 WHAT SHOPPERS SEE, AND WHAT YOU NEED

# How the seal works

The authorized.by seal shows your shoppers, right on your pages, that you are an authorised partner of the brands you sell. Brands grant and maintain their authorisations on the authorized.by platform; the seal shows them in real time and links to your certificate page.

1. **Partner code** — One line of code in your shop loads the seal on every page.
2. **Product data** — It reads brand and GTIN/EAN your page already publishes (schema.org, OpenGraph).
3. **Real-time check** — authorized.by looks up which brands authorise your shop, by the domain the page comes from.
4. **The seal** — The matching seal appears where you placed it, on desktop and mobile.
5. **Certificate** — A click opens your certificate page on authorized.by.




The result on a product page: the seals show the brand of the product.

1 Sidebar seal 2 Content seal 3 Header seal

## What you need

- A retailer account on authorized.by for your shop's domain – see step 1.
- Access to your shop's HTML template, shop-system settings or tag manager – or a colleague or agency who has it (step 2).
- Access to your cookie consent tool (CMP), if you use one.
- Brand partners: the seal shows the brands that have authorised your shop. You request authorisations under **My Network** in the app.
- About 15 minutes.

## Which seals you can show

| Seal | Where | Basic | Business | PREMIUM-Partner |
|---|---|---|---|---|
| **Sidebar seal** | Floats at the left or right edge of the window | ✓ homepage | ✓ all pages | ✓ with product brand |
| **Header seal** | In your page header; on phones a slim banner at the top | – | ✓ | ✓ |
| **Footer seal** | In your page footer, with the logos of your brands | – | ✓ | ✓ |
| **Content seal** | Next to the product information, e.g. below the price | – | – | ✓ product pages |

**Basic** is free. **Business** shows the seal on all pages and includes TÜV ShopIdent: once your shop identity is verified, the seals carry the TÜV mark. **PREMIUM-Partner** status is granted by a brand, which also covers its cost; the brand-specific seals (brand logo in the sidebar seal, content seal) then appear on that brand's product pages. For larger requirements there is **Enterprise**. Packages and

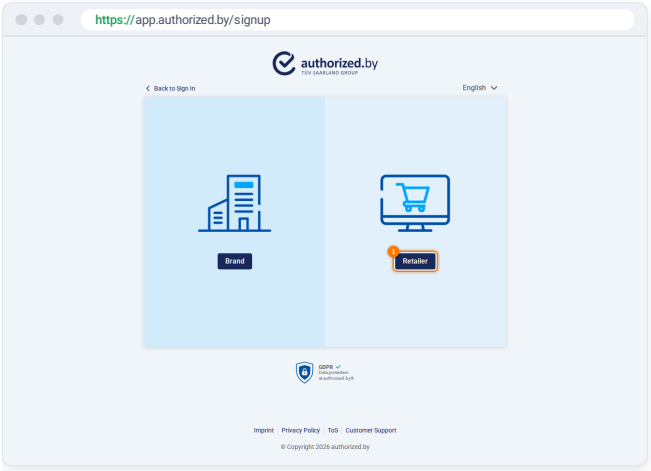
prices: authorized.by/en/shops/price-list. All variants are shown in chapter 8.

> **TIP**
> Prefer to do it together? Our seal experts integrate the seal with you in a free 1:1 session – see the last page.

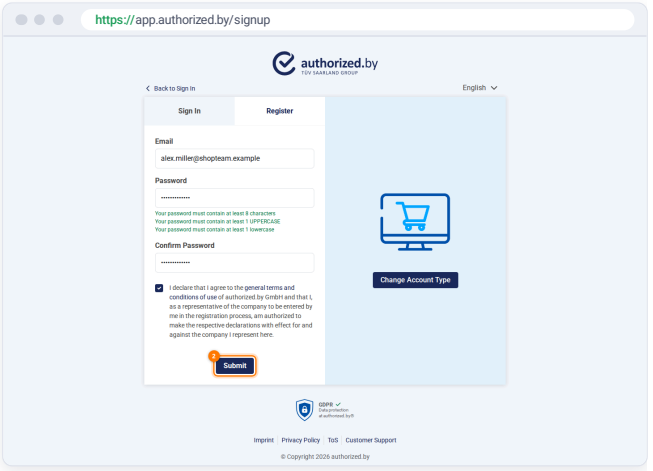
02 ACCOUNT, COMPANY DETAILS AND SHOP ADDRESS

# Step 1 – Register your shop

Create your retailer account at **app.authorized.by/signup**. If you already have an account, continue with step 2.



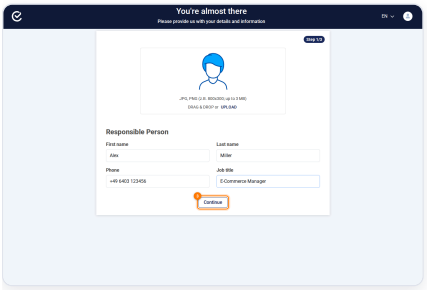

1 Choose “Retailer”

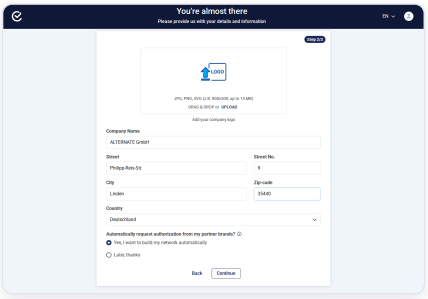


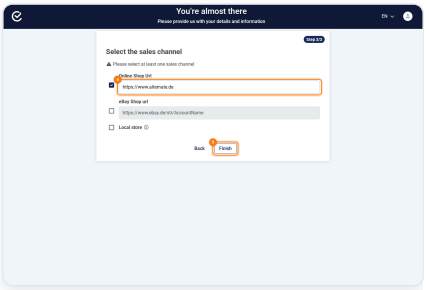

2 Email, password, terms – then “Submit”

## Complete your account in three steps

1. **Responsible person** – your name, phone and job title.
2. **Company details** – company name and address, as they should appear on your certificate.
3. **Sales channel** – tick “Online shop” and enter the address of your shop.



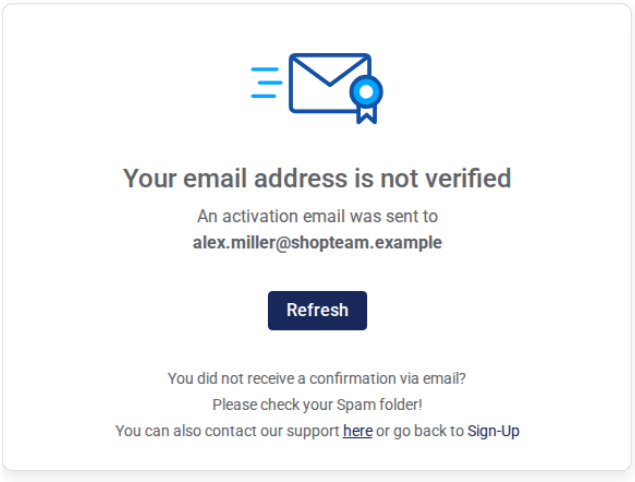




3 Continue 4 Shop address 5 Finish

**IMPORTANT**

Enter the exact address of your online shop, including `https://` – for example `https://www.alternate.de`. The seal identifies your shop by the domain your pages are loaded from, so it only appears on this domain. The address cannot be changed afterwards in the app; contact support if it changes.

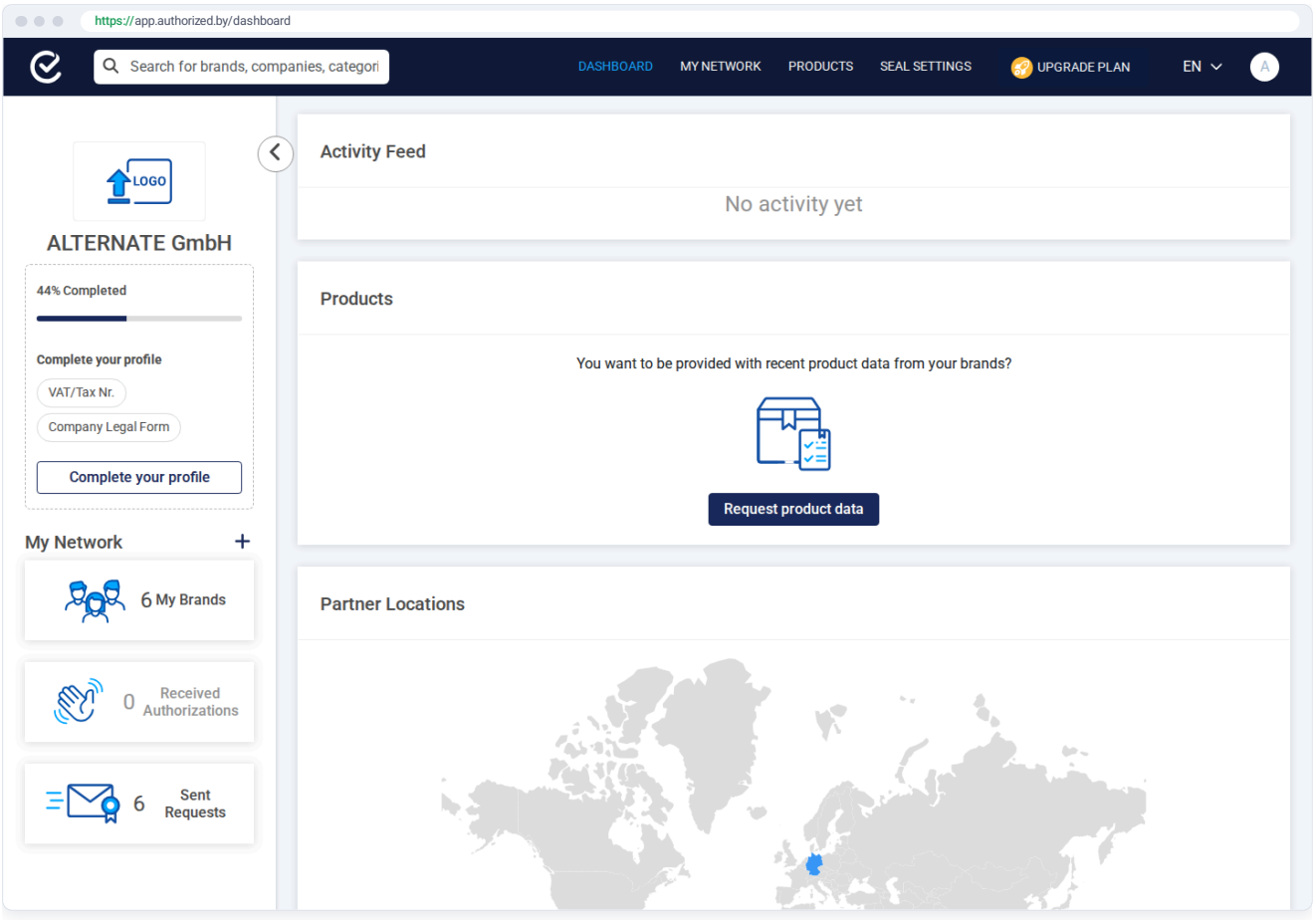



### Confirm your email address

We send you an activation link. Open it, then click **Refresh**.

### Your dashboard

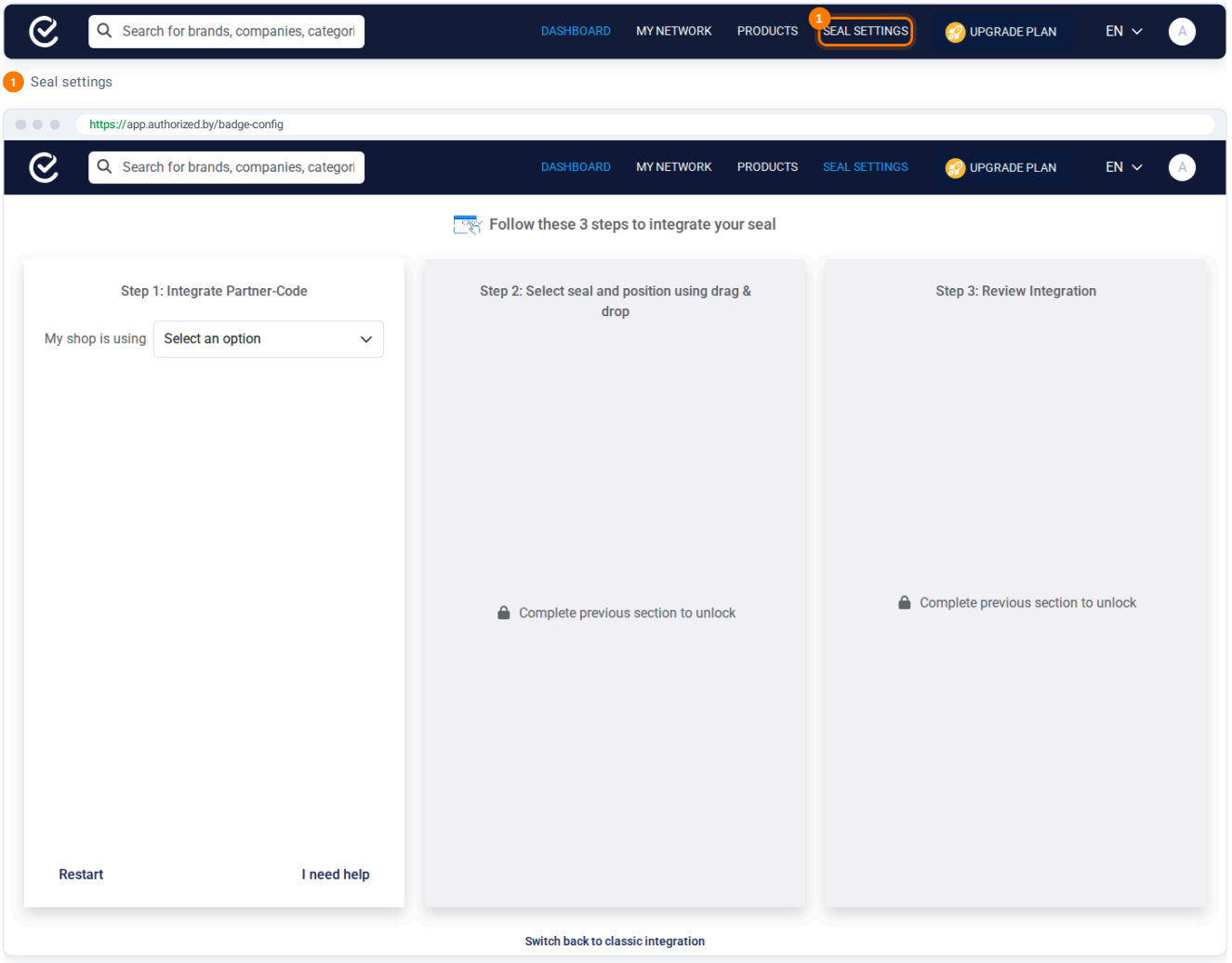
Your brand partners appear under **My Network**. Brands can invite you, and you can request authorisations from brands you sell.


https://app.authorized.by/dashboard
Search for brands, companies, categori
DASHBOARD
MY NETWORK
PRODUCTS
SEAL SETTINGS
UPGRADE PLAN
EN
A
LOGO
ALTERNATE GmbH
44% Completed
Complete your profile
VAT/Tax Nr.
Company Legal Form
Complete your profile
My Network
6 My Brands
0 Received Authorizations
6 Sent Requests
Activity Feed
No activity yet
Products
You want to be provided with recent product data from your brands?
Request product data
Partner Locations

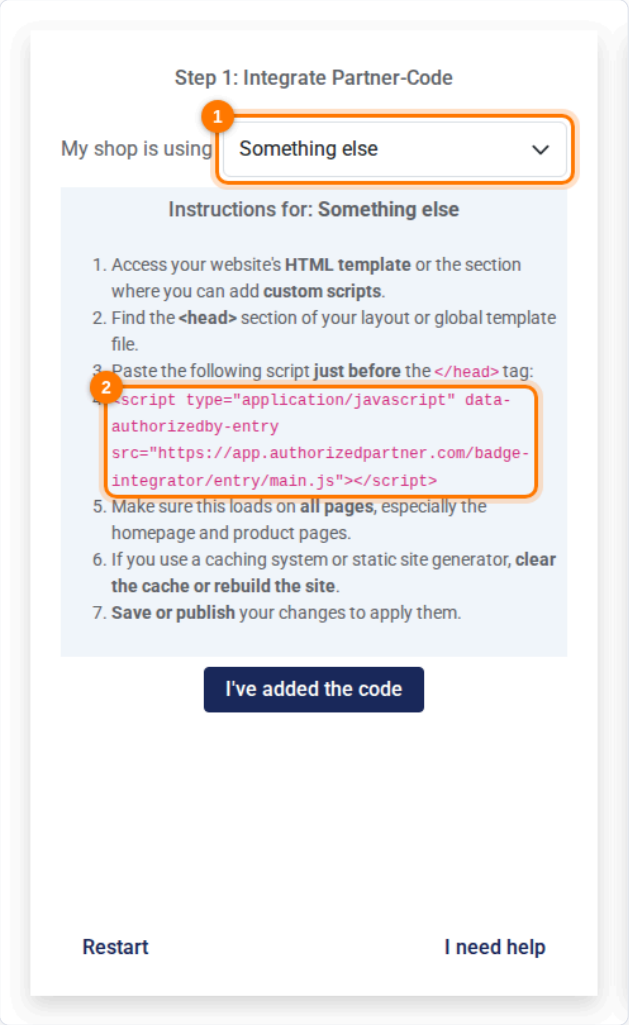
03 ONE SCRIPT TAG, ON ALL PAGES OF YOUR SHOP

# Step 2 – Add the partner code

Open **Seal settings** in the top menu. The page guides you through three steps: add the code, place the seals, review.



## 2.1 Choose your shop system and add the code




1 Your shop system 2 The partner code

Under **My shop is using** pick your shop system to get instructions for it: Shopify, Shopware, WooCommerce, Magento, OXID eShop, PrestaShop, TYPO3, JTL-Shop, Gambio, Wix, Google Tag Manager – or **Something else**.

Whatever the system, the code is the same single line:

```
<script type="application/javascript"
  data-authorizedby-entry
  src="https://app.authorizedpartner.com/badge-integrator/entry/main.
js"></script>
```

1. Add it once, so it loads on **all pages** – ideally just before `</head>`.
2. Clear your shop's cache or rebuild the site, if it uses one.
3. Save or publish, then click **I've added the code**.

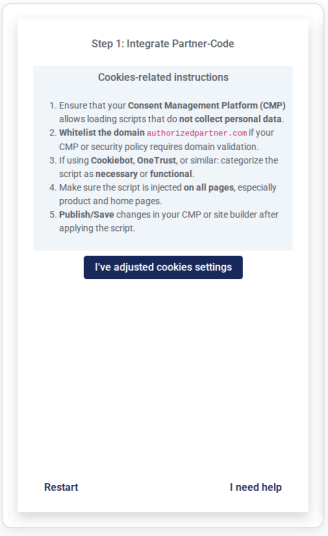
> **TIP**
> No developer at hand? With Google Tag Manager you add the code as a "Custom HTML" tag that fires on all pages – the seal page shows the exact steps. The code is also the only change to your shop: everything else (which seals, where, how they look) you do in the drag & drop tool, without touching your shop again.

## 2.2 Cookie consent

If your shop uses a consent management platform (Cookiebot, OneTrust, Usercentrics …), make sure it lets the partner code load:

- Allow scripts that do not collect personal data.
- Whitelist the domain `authorizedpartner.com` if your CMP or security policy validates domains.
- Categorise the script as **necessary** or **functional**.
- Publish the changes in your CMP.

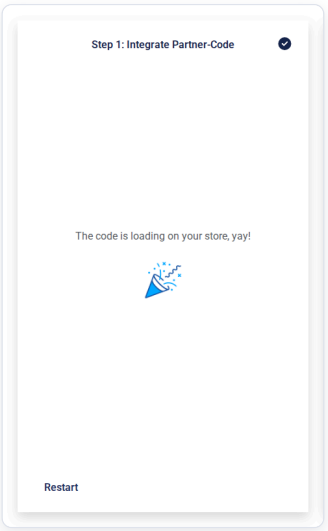
Then click **I've adjusted cookies settings**.



### 2.3 Check that the code loads

Click **Check now**. authorized.by opens your shop and looks for the code. When it finds it, step 1 is ticked and the next step unlocks.

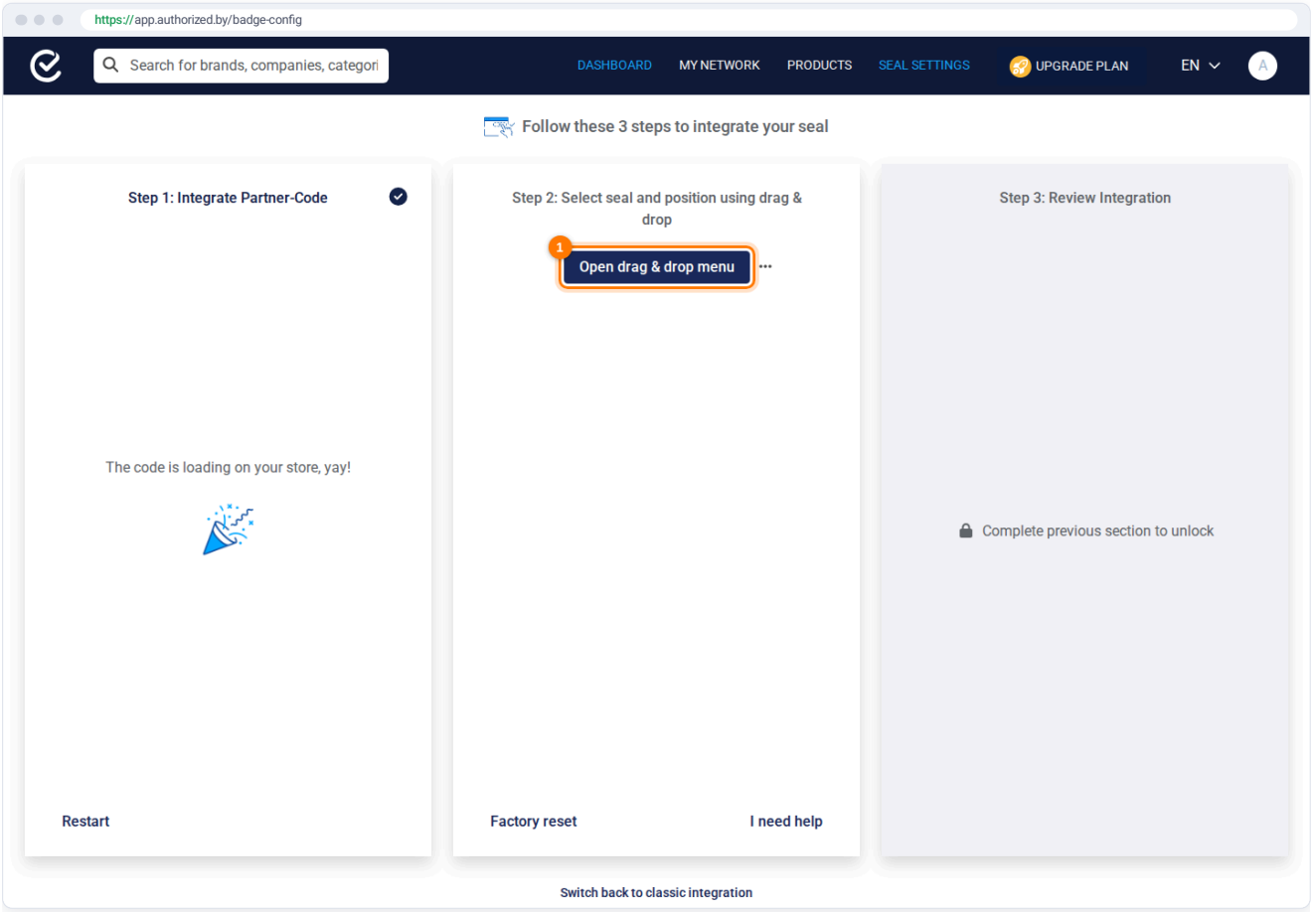
Not found? Check that the code is on the live site (not only in a staging theme), that caches are cleared and that the consent tool lets it load. If you are sure the code is in place, you can **Skip this step**.



04 WITH THE DRAG & DROP TOOL, DIRECTLY ON YOUR SHOP

# Step 3 – Place your seals

Click **Open drag & drop menu**. Your shop opens in a new tab with the authorized.by toolbar on top. You are signed in to the tool through that link – your shoppers do not see the toolbar, and they see no change until you publish.



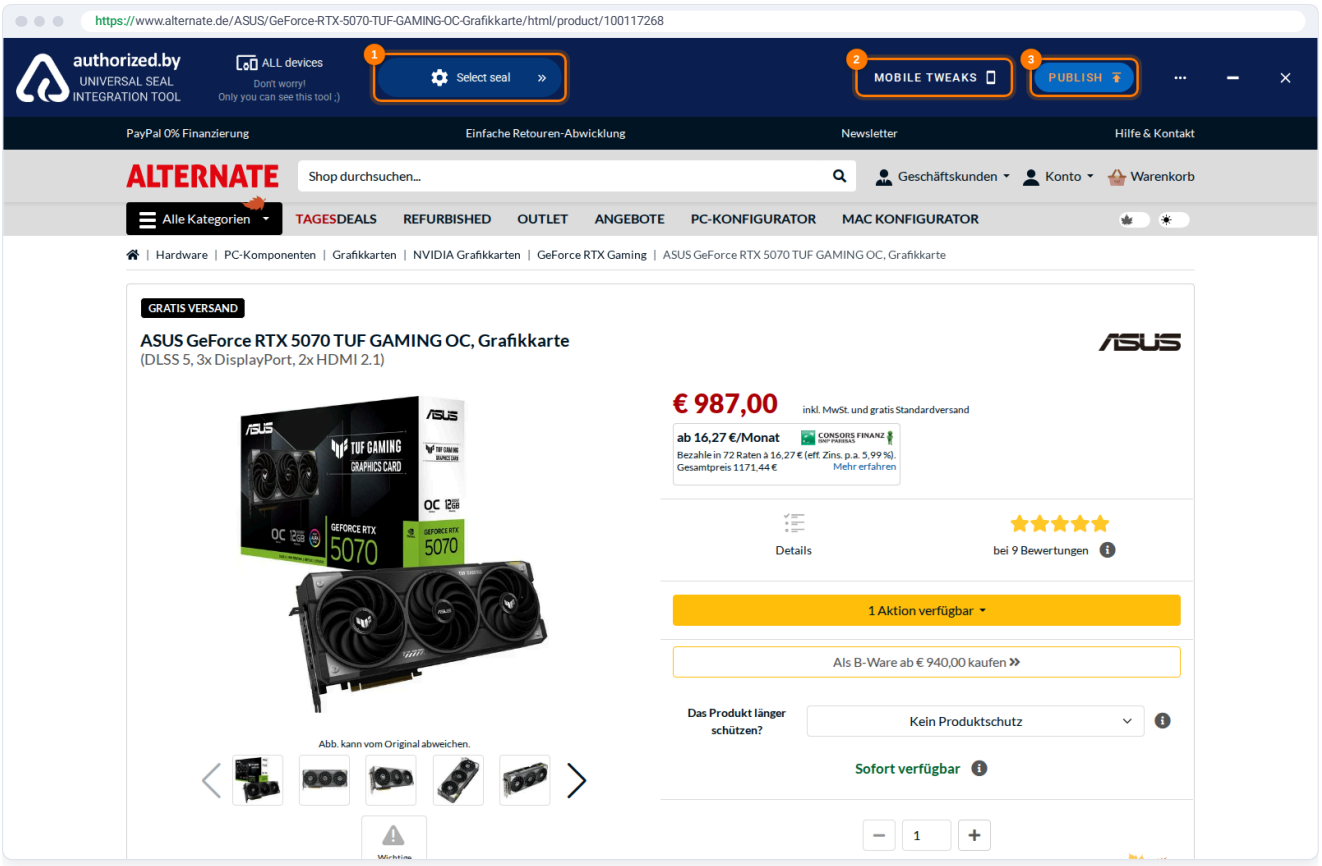

1 Opens your shop with the tool

**GOOD TO KNOW**

The menu does not open? The … menu next to the button offers alternatives: a different method, or copying a parameter or a short activation code to paste into your shop tab.

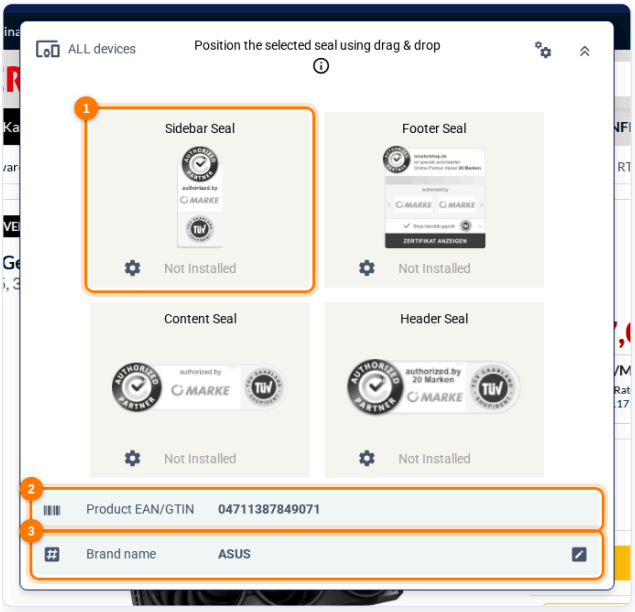
## 3.1 The toolbar

Go to one of your product pages in this tab – product pages are where most seals matter, and the tool can show you what it recognises there.




1 Select seal – opens the seal panel 2 Mobile tweaks – adjust seals for phones 3 Publish – make your changes visible

## 3.2 What the tool recognises on your page




1 The four seals 2 Product EAN/GTIN found on the page
3 Brand name found on the page

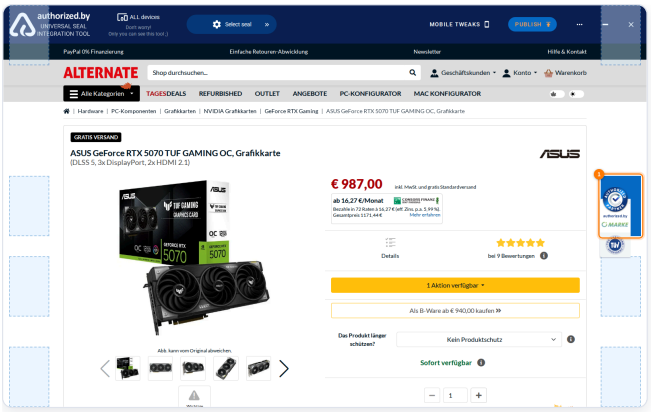
The panel shows the four seals and, at the bottom, the product data the seal found on this page. Here both come from the shop's own schema.org data:

| | |
|---|---|
| Product EAN/GTIN | 04711387849071 |
| Brand name | ASUS |

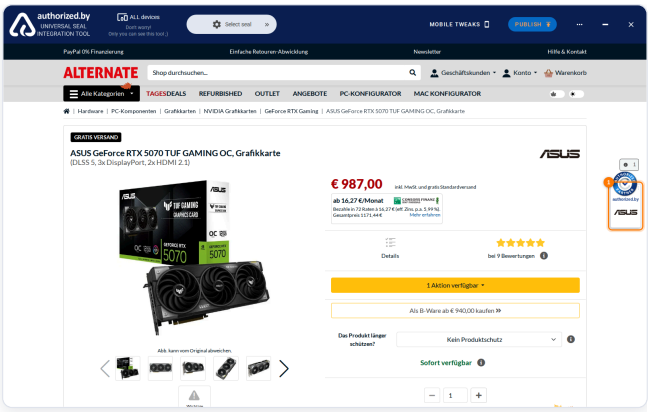
With the brand, the seal can show that this product's brand authorises your shop. If no brand is found and you sell a single brand, set it with the pencil icon (**Set a fixed value for all pages**). Chapter 7 explains where the data comes from.

## 3.3 Sidebar seal – drag & drop

Press on the sidebar seal card and drag it onto the page. Anchor zones appear at the left and right edge (top, middle, two thirds, bottom); drop the seal on one. It then floats at that spot on every page.



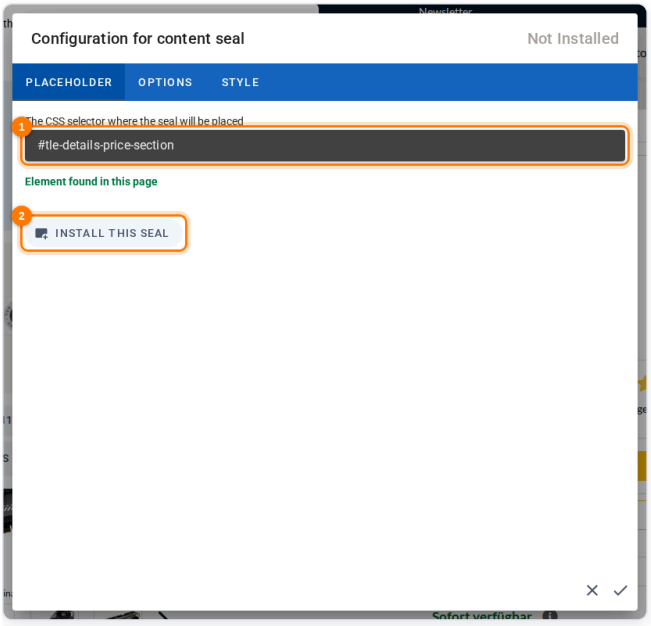
1 Anchor zone under the cursor



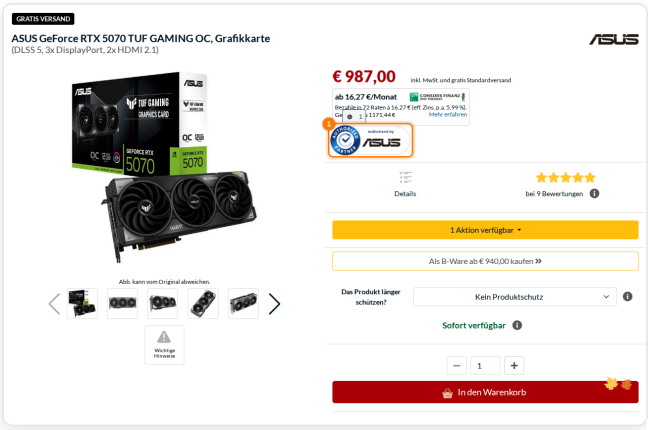
1 The sidebar seal, live preview

## 3.4 Content seal – with a CSS selector

Seals that sit inside the page – content, header and footer seal – can be dropped onto the page in the same way. For an exact position that holds on all product pages, enter the element yourself: click the cog on the seal card, and on the **Placeholder** tab enter the CSS selector of the element the seal goes into.




1 CSS selector – "Element found in this page" 2 Install this seal

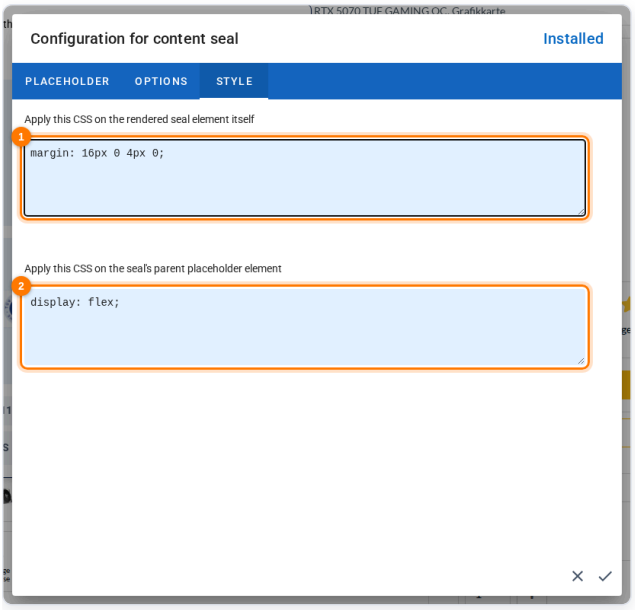



1 The content seal below the price, with the ASUS logo

**TIP**

Finding a selector: right-click the spot in your shop and choose *Inspect*. Prefer an `id` (here `#tle-details-price-section`) or a class name that is the same on every product page. The selector must match exactly one element – the tool tells you if it finds none or several.

## 3.5 Fine-tune with CSS and options




1 CSS for the seal itself 2 CSS for the placeholder around it

On the **Style** tab you can add CSS – for example spacing, so the seal fits your layout:

```
margin: 16px 0 4px 0;
```

The **Options** tab holds:

- **Z-Index** – which lies on top when the seal and your shop overlap. **Check it – see 3.6.**
- Content seal: **Expand to** (up, down, automatic) and **Hide sidebar when active**.
- Header seal: **Use plain display on mobile** – shows it in place instead of the banner at the top.

Click the tick to save the seal's settings.

## 3.6 Z-index: keep the seal below your shop's popups

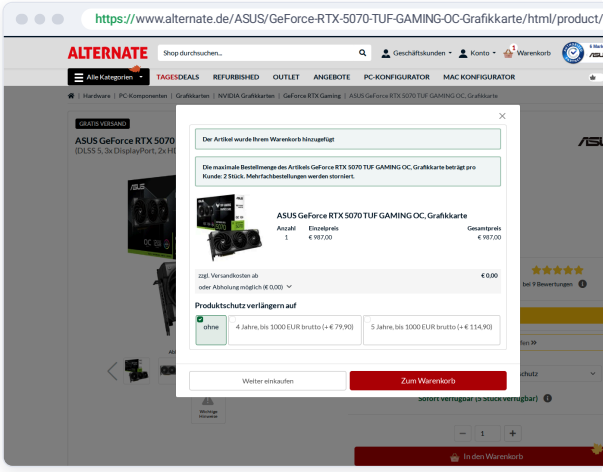
**IMPORTANT**

The z-index decides what lies on top when elements overlap. The seal's default (**2000**) is higher than in many shops – the seal then sits **on top of the shop's own popups**: the basket or checkout box after "add to cart", menus and drawers, search suggestions, cookie banners, chat and support widgets. Pay particular attention to the **content seal**: it sits in the middle of the product page, right where the basket popup opens, and when opened it lays its panel over neighbouring content.




Default z-index: content seal and sidebar seal lie on top of the basket popup.

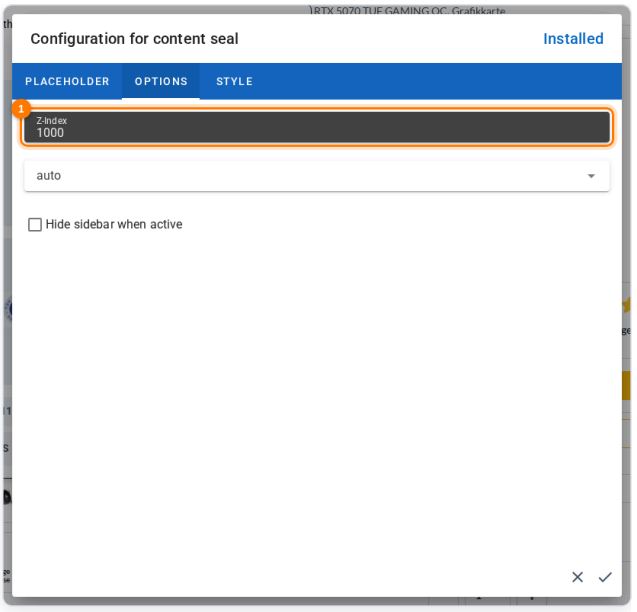
1 Content seal over the popup 2 Sidebar seal over the backdrop




Z-index 1000: both seals stay below the popup, as the rest of the page does.

### How to check and set it

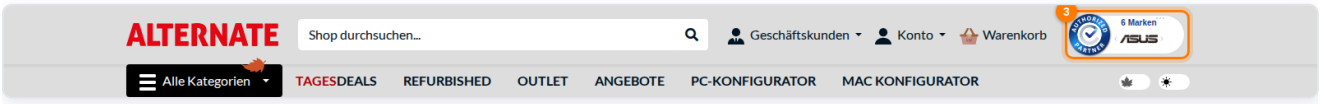
1. With the seals visible, open every overlay of your shop: add a product to the basket, open the menu and the category drawer, type into the search, open the cookie settings and the chat or support button.
2. If a seal shows on top of one of them, open the seal's settings → **Options** → **Z-Index** and enter a value **below your shop's overlays but above its normal content**. Your developer finds the overlays' values in the browser tools (Inspect → Computed → z-index). In this example: category drawer 1045, basket popup 1095 – so the seals get 1000.
3. Do this for each seal that can overlap – at least the **sidebar** and the **content seal** – save, publish, and check again.
4. Repeat the check on a phone: there the basket, menu and chat often open differently, and a seal you moved in Mobile tweaks has its own z-index (step 4).




1 Z-Index on the Options tab

## 3.7 Header and footer seal

Place them the same way. In this example the header seal goes into the row with logo, search and basket (`#main-head`) and the footer seal into the footer (`#footer .container`).

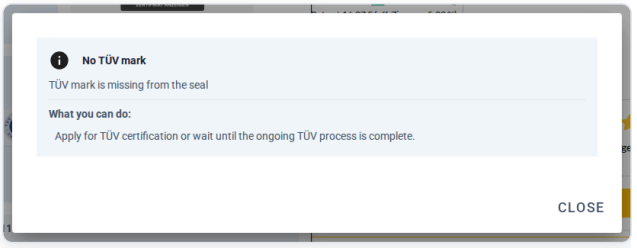



3 Header seal next to the basket

## 3.8 Hints on the seal cards

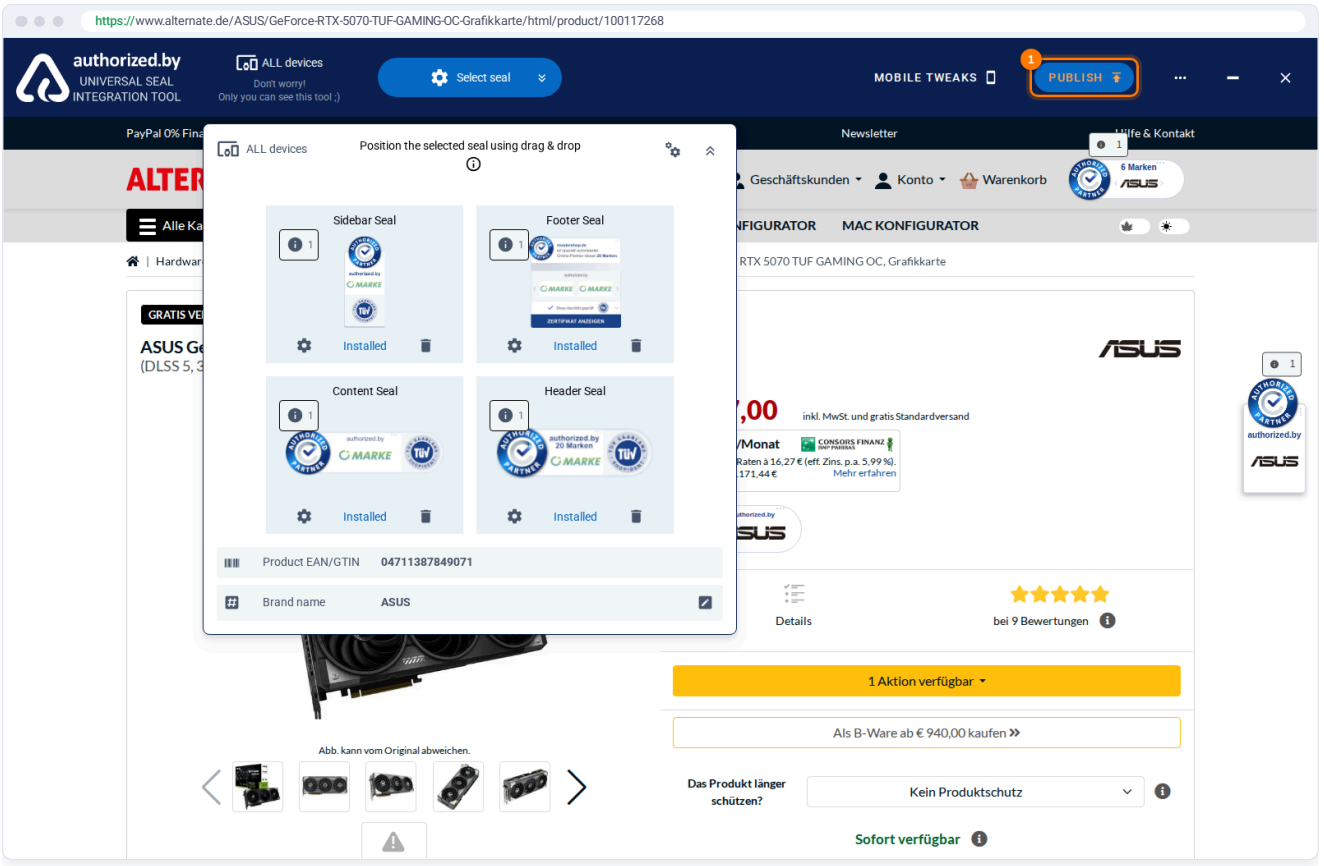
The ⓘ badge on a card tells you what keeps a seal from its full form on the current page, and what you can do – for example:

- TÜV mark missing – complete TÜV ShopIdent.
- No PREMIUM partnership with the brand on this page.
- Placeholder not found on this page – the selector does not exist here.
- Seal not available in your package.




## 3.9 Publish

Everything you do in the tool is a draft until you click **Publish**. Then your shoppers see the seals. Afterwards the button stays greyed out until you change something again.




1 All four seals installed – publish

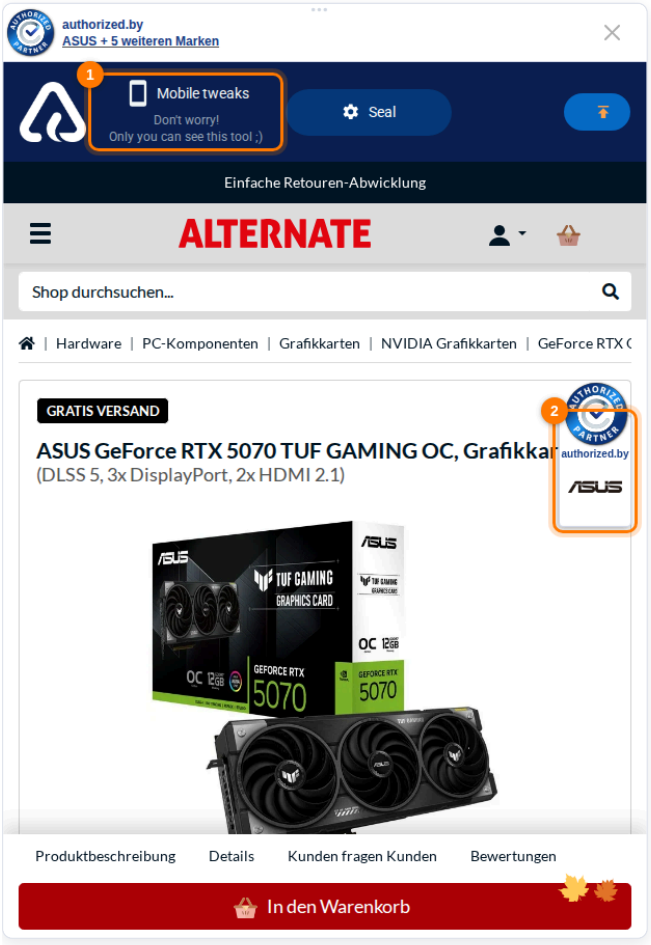



Published: the button is greyed out until the next change.

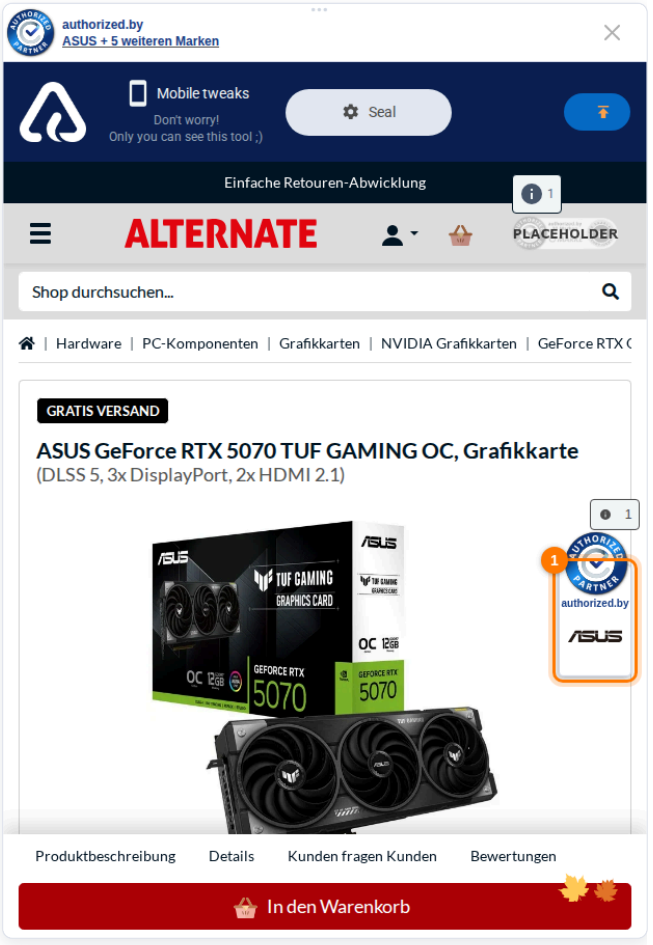
05 ADJUST THE SEALS FOR PHONES

# Step 4 – Mobile tweaks

Seals you place on desktop are installed for phones too. Many shops use a different layout on phones, so check it: click **Mobile tweaks** in the toolbar. Your shop opens in a phone-sized window, and everything you change there applies to phones only.




1 Mobile tweaks mode 2 Sidebar seal over the product title




1 Moved to the right edge, two thirds down

In this example the sidebar seal covered the product title on phones. Dragged to the right edge at two-thirds height, it covers neither the title nor the shop's add-to-cart bar at the bottom. Publish again to apply it.

**IMPORTANT**

A seal you place again in Mobile tweaks becomes a separate placement for phones – with the default z-index. Set its **Z-Index** there as well (3.6), and check the basket popup, menu and chat on a phone.

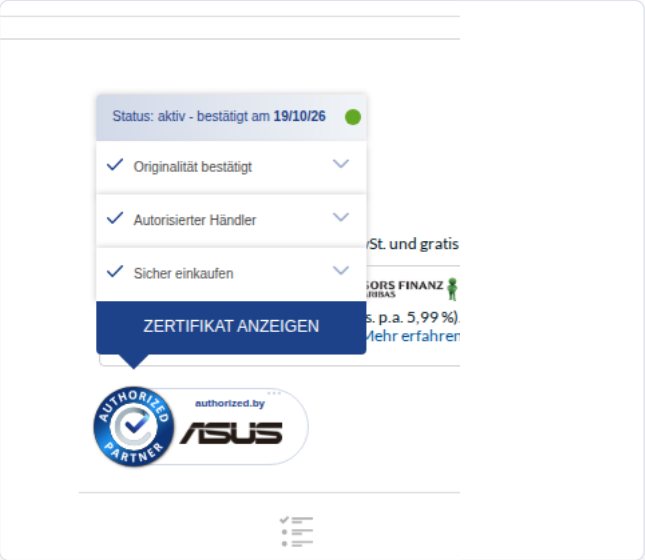
**GOOD TO KNOW**

On phones the header seal is shown as a slim banner at the top of the page, which the shopper can close. To show it in your header instead, use the option **Use plain display on mobile**.

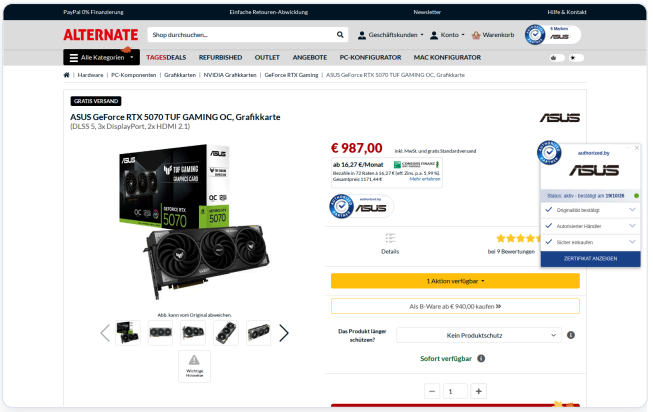
06 WHAT YOUR SHOPPERS SEE

# Step 5 – Check your shop

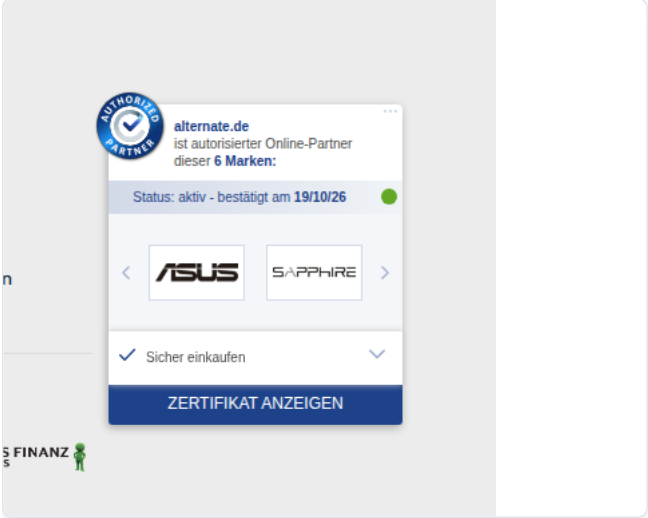
Open your shop in a normal browser window – or click **Open your store in view mode** on the seal page – and check a product page, the homepage and a phone.



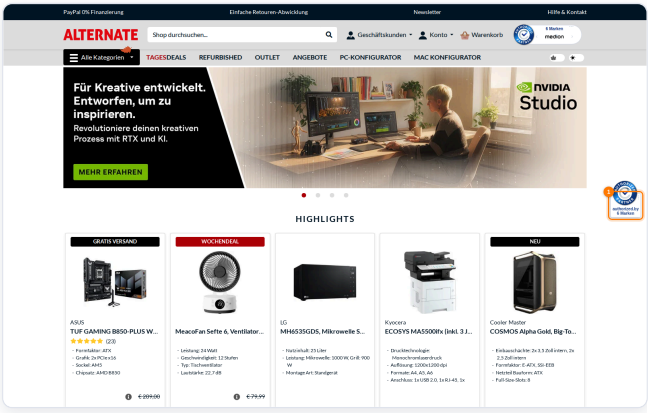

A click on the content seal opens it: live status, the confirmation date and what the authorisation means.




The sidebar seal, opened. “Show certificate” leads to your certificate page.



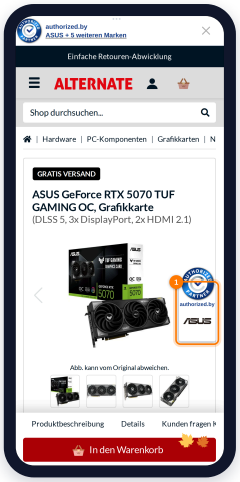

The footer seal with the logos of the brands that authorise the shop.




Homepage: the sidebar seal shows all brand partners of the shop.

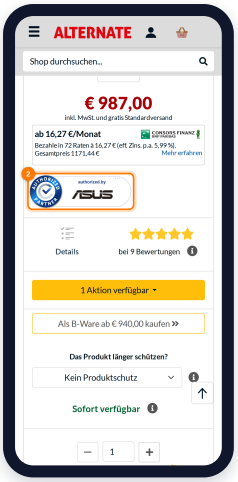
1 Sidebar seal

## On phones

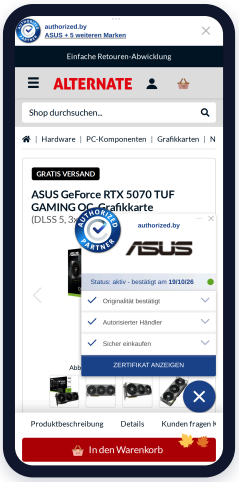



Header banner at the top

1 Sidebar seal




2 Content seal below the price




Sidebar seal, opened

**GOOD TO KNOW**

The seal texts follow the language of your shop page – here German. Changes you publish can take a short while to show everywhere, as the seal's answers are cached.

07 SCHEMA.ORG, OPENGRAPH AND WHAT IS SENT

# How the seal recognises your products

On product pages the seal shows the brand of the product. To know it, the partner code reads the product data your page already publishes for search engines and social networks – most shops need no extra tagging.

## Where the data comes from

Each value is taken from the first of these sources that has it:

| Source | What is read |
|---|---|
| **OpenGraph** only with `og:type = product` | `product:brand`, `og:brand:name`, `product:gtin13` (also gtin8/12/14), `og:price:amount`, `og:price:currency` |
| **schema.org JSON-LD** `@type: Product` | `brand.name` (or `manufacturer.name`), `gtin13` / `gtin8` / `gtin14` / `gtin12` / `gtin`, `name`, `offers.price`, `offers.priceCurrency` |
| **schema.org microdata** | the same properties as `itemprop` in an `itemtype="…schema.org/Product"` |
| **Analytics data layer** | Google Analytics e-commerce product data (product id/EAN, brand) |

## Example: the product page in this guide

The shop publishes this schema.org block (shortened); brand and GTIN are highlighted:

```
<script type="application/ld+json">
{
  "@context": "https://www.schema.org",
  "@type": "Product",
  "name": "GeForce RTX 5070 TUF GAMING OC, Grafikkarte",
  "brand": {
    "@type": "Brand",
    "name": "ASUS"
  },
  "gtin8": "4711387849071",
  "sku": 100117268,
  "mpn": "90YV0LZ0-M0NA00",
  "offers": {
    "@type": "Offer",
    "price": "987.0",
    "priceCurrency": "EUR"
  }
}
</script>
```

and these OpenGraph tags:

```
<meta property="og:title" content="ASUS GeForce RTX 5070 TUF GAMING OC, Grafikkarte DLSS 5, 3x DisplayPort, 2x HDMI 2.1">
<meta property="og:type" content="product">
<meta property="og:locale" content="de_DE">
<meta property="og:site_name" content="ALTERNATE">
```

From that, the seal sends authorized.by:

| Value | Sent | Source |
|---|---|---|
| Product EAN/GTIN | `04711387849071` | read from the page |
| Brand name | `ASUS` | read from the page |
| Product name | `GeForce RTX 5070 TUF GAMING OC, Grafikkarte` | read from the page |
| Price | `987 EUR` | read from the page |

No personal data is involved: the seal sends only these product values, and authorized.by recognises your shop by the domain of the page.

## Recommendations

- Publish a schema.org `Product` with `brand.name` and the GTIN on every product page. It also helps your search results.
- Use the GTIN property that matches its length – `gtin13` for a 13-digit EAN. The seal also reads it from another `gtin…` property; this shop, for example, publishes its 13-digit EAN as `gtin8`.
- Brands are recognised by name. If your shop spells a brand differently from its authorized.by profile (e.g. “LG” for “LG Electronics”), our support links the spelling to the brand.
- No structured data on your pages? A single-brand shop can set the brand in the tool (3.2); otherwise contact support.
- Single-page shops (React, Vue, Angular …): enable **SPA support** in the tool's general settings (cog at the top of the seal panel), so the seals follow page changes.

## 08 VARIANTS BY PACKAGE, DESKTOP AND PHONE

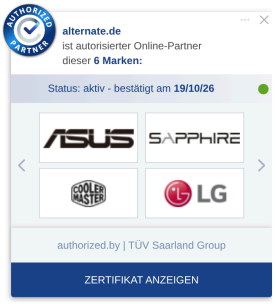
# The seals at a glance

All variants below were rendered on the same product page; only the shop's package differs. Which variant shoppers see is decided automatically.

**BASIC** Sidebar seal on the homepage, with all brand partners



Sidebar seal, closed




Sidebar seal, opened

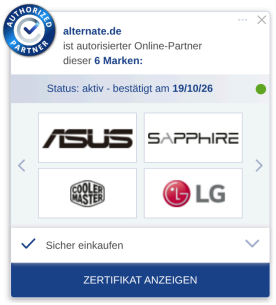
**BUSINESS** Header, sidebar and footer seal on all pages, for the whole shop




Header seal




Sidebar, closed




Sidebar, opened




Footer seal

**PREMIUM-PARTNER** On the brand's product pages: its logo in the seal, plus the content seal



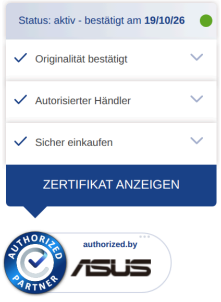

Header seal




Content seal, closed




Sidebar, closed




Content seal, opened




Sidebar, opened




Footer seal

**+ TÜV ShopIdent** With the verified shop identity (included from Business), the seals carry the TÜV mark



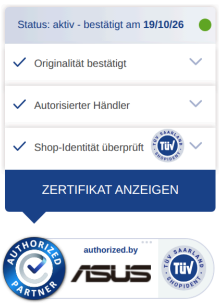

Header seal




Content seal




Sidebar




Content seal, opened

**PHONES** Banner at the top, compact sidebar seal, content seal




Header banner




Content seal



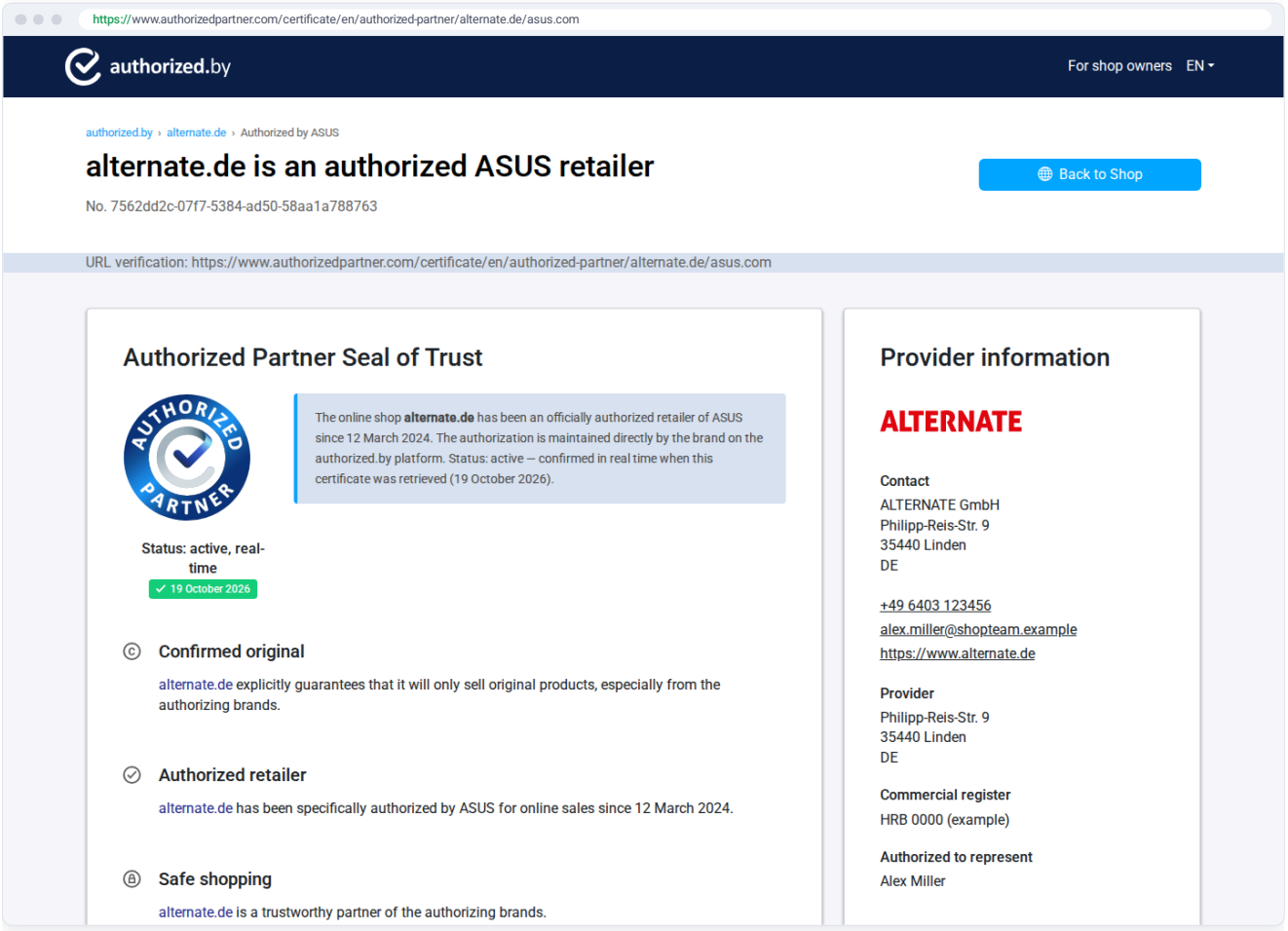

Sidebar

Seal texts follow the language of your shop page.

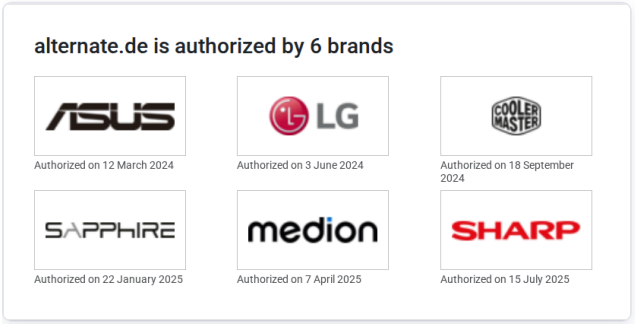
09 WHERE A CLICK ON THE SEAL LEADS

# Your certificate

Every seal links to your certificate page on authorized.by. It shows shoppers who runs the shop, which brands authorise it and since when – with the status confirmed live each time the page is opened.




The certificate for one brand: opened from the seal on the ASUS product page.




The shop certificate lists all brands that authorise the shop.

### What the certificate says – and who says it

- The **brand** grants the authorisation and maintains it on authorized.by.
- **authorized.by** documents it in real time: if a brand ends it, the seal and the certificate change with it.
- With **TÜV ShopIdent**, TÜV Saarland additionally verifies your shop's identity.
- Provider information comes from your company profile in the app – keep it complete and current.

The URL check line and the unique certificate number let shoppers see they are on the genuine page.

10 COMMON SITUATIONS AND WHAT TO DO

# Troubleshooting

| What you see | Likely cause | What to do |
|---|---|---|
| No seal at all | The code is not on the live page, an old page version is cached, or the consent tool blocks it. | Look for `data-authorizedby-entry` in the page source; clear caches; allow the code in your CMP (2.2); run “Check now” again. |
| No seal although the code loads | Nothing published yet, or the shop runs on another domain than in your account (other domain, subdomain). | Publish in the tool (3.9). If the domain differs, contact support. |
| Sidebar seal only on the homepage | Basic package. | Business shows it on all pages. |
| Shop seal instead of the product's brand | No brand/GTIN found, the brand is spelt differently, or no PREMIUM-Partner status with this brand. | Check the values in the tool (3.2) and chapter 7; ask the brand for PREMIUM-Partner status. |
| Content seal missing | It needs PREMIUM-Partner status with the product's brand and a recognised brand – and only shows on product pages. | See chapter 7 and the ⓘ hint on the seal card. |
| Seal missing on some pages | The chosen element does not exist on those pages. | Use a selector all page templates share (3.4). |
| Seal on top of the basket popup, menu, cookie banner or chat | Its z-index (default 2000) is higher than the shop's overlays. | Lower the Z-Index below the overlays (3.6) – on desktop and in Mobile tweaks. |
| Seal hidden behind shop elements | A sticky header or bar lies above it. | Raise the Z-Index, but keep it below the popups (3.6) – or choose another anchor. |
| Looks wrong on phones | The phone layout differs from desktop. | Use Mobile tweaks (step 4). |
| Seals vanish after navigating | Single-page shop. | Enable SPA support (chapter 7). |
| The drag & drop tool does not open | Pop-up blocker, or the link lost its parameter. | Use the … menu next to the button (step 3). |

## Help from us

On the seal page, **I need help** offers to restart the integration, to email the instructions to your developer, or to contact us. You reach us at **support@authorized.by** – or book a free 1:1 session with our seal experts (next page).

PREFER TO DO IT TOGETHER?

# Book free assistance

Our seal experts integrate the seal with you – in a free 1:1 session via screen sharing.

### What to expect

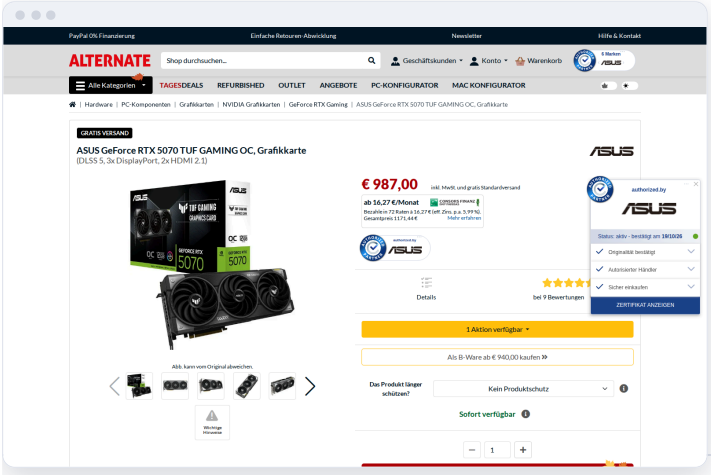
- Personal guidance from our seal experts
- Live integration together, via screen sharing
- Technical check of your shop
- Tips for the best seal placement
- On request: the instructions sent to your agency

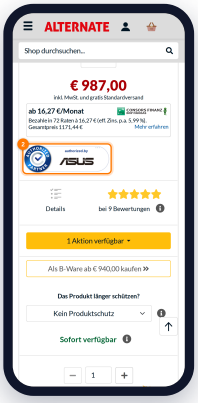
**Duration** approx. 30 minutes **Cost** free of charge

**Book your free session →**

www.authorized.by/en/shops/seal-implementation-manual/

Scan to book




**Questions?** support@authorized.by · +49 (0) 89 / 716 723 70 – 0

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