We're using CSS as the appearance customizing markup language in our RMA widgets (both for agents and brokerages).

CSS by its nature is a cascading language so it's easy to rewrite already existing styles to make widget looks different, more clear, or more in consistent with your personal branding.

Our widget is presented as JS script which loads external content and CSS file stylesheet to client's side, so the main approach for rewriting appearance styles is to place your own styles on the client's side by using separate css file or in inline style (more info here http://www.w3schools.com/css/css_howto.asp).

Main css logic is to use selectors (more info here http://www.w3schools.com/css/css_selectors.asp) to target styles to needed elements that have to have a custom appearance.

Here on the image above we can see an example of using «Developer tool» to take a look at the exact HTML structure on the needed element. We can see that the text element «Reviewed on <DATE>» has class «reviewed» and located in parent DIV element with class «user-info» so CSS selector:
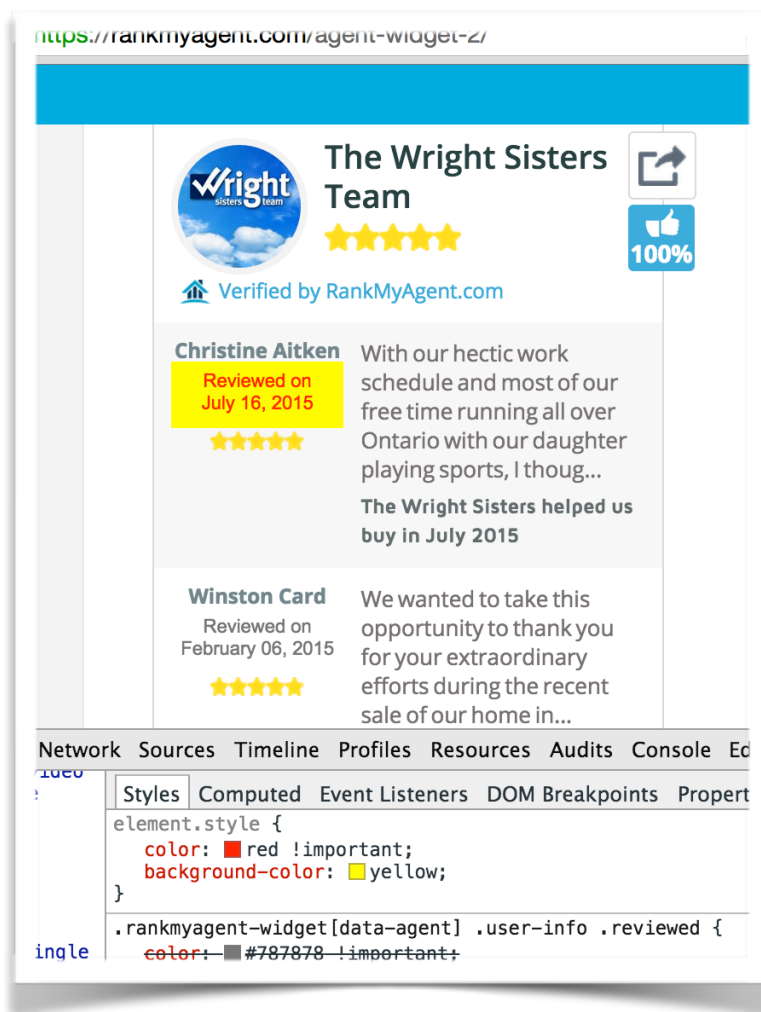
.user-info .reviewed

Example:
User require «reviewed on» block to be in red color and with yellow background. To do that user can add inline style to the page where widget will be presented with next code:

.user-info .reviewed { color: red !important; background-color: yellow;}

The result will be the next:

As seen on the image, the element has new appearance according to added styles (which also available on the image above).

The complexity of the appearance depends on needs and can be achieved by using power and flexibility of CSS styles and selectors but also have to be kept in mind that not all the styles are supported by browsers bc of numerous standards war between IT giant companies such as Google, Microsoft etc. To figure out which css style can be used for different browsers «caniuse» website can be used (http://caniuse.com/).

If any extra help needed feel free to send inquiries to info@rankmyagent.com