


When review generation efforts result in increased volume of positive reviews, consider creating a Reviews widget to increase visibility of those reviews directly on your website.

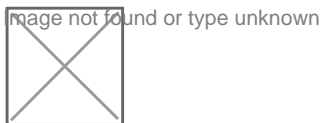
Posting dynamic, criteria-based reviews on your website allows prospective customers/clients to get a snapshot of what other customers are saying about your business from a variety of review sites.

You must have admin privileges on your account to add or modify widgets. If you need assistance, contact your Customer Success Manager. See the [Widget Implementation Guide](#) for more information.

To create a reviews widget:

1. From the top, right corner of the platform, click **Settings** . Image not found or type unknown
2. From the left navigation, click **Widgets**.
3. Click **Add Widget**.
4. In the **Type** drop-down, click **Reputation Reviews**.

Additional configuration settings appear. As you configure settings, a preview window automatically shows what your settings will look like.



5. Configure the widget settings:
 - o **Name** – The name of the widget. (Name will not be visible to customers.)
 - o **Level** – Access reviews from all locations (click **Tenant**), click **Location** to select individual locations from which to pull reviews, or choose from a **custom filter**. Individual locations are useful if you are creating separate widgets for each location's website. Contact your **Customer Success Manager** if you need assistance creating location widgets in bulk.
 - o **Review Sites** – Access reviews from all third-party review sites associated with your account (click **All**), or select individual sources from which to pull reviews.
 - o **Review Sentiment** – The minimum number of stars from which to pull reviews. Drag the slider to adjust the threshold.
 - o **Reviews Per Page** – The maximum number of reviews to display in each page of the widget. Higher numbers require users to scroll rather than page through results.
 - o **Show Summary** – Displays average star rating and total number of reviews at the top of the widget. (Yes|No)
 - o **Business Name** – Display the account name next to each review, or the location name for which the review was generated.
 - o **Show Business Name** – Display the business name next to the review. (Yes|No)
 - o **Show Reviewer Name** – Display the reviewer's name next to the review. (Yes|No)
 - o **Show Responses** – Display your responses beneath each review. (Yes|No)

- **Show Date** – Display the date the review was submitted (Yes|No).
- **Show Review Page Links** – Hyperlink each review to the associated third-party review site (Yes|No).
- **Width** – The width in pixels of the widget. Not editable via U/I with SEO-Enabled widgets.
- **Height** – The height in pixels of the widget. Not editable via U/I with SEO-Enabled widgets.
- **Background Color** – Set the background color of the widget. Default is white. Not editable via U/I with SEO-Enabled widgets.
- **Text Color** – Set the font color for the text of the comments. Default is black.
- **Advanced – SEO-Enabled** – Leave this check box cleared to generate the widget code for an iframe. An iframe is the easiest type of widget to implement and maintain. Selecting this check box generates a link instead of code. The link delivers the full HTML of the review stream to your website using a standard style sheet, which your webmaster can override to manage height, width, background color, filters*, etc. This implementation method may require collaboration with the Product team via your Customer Success Manager.

*If you want to create a multi-location widget at the tenant level, or if you want to filter widget results by another custom property (brand, market, etc.), you can do that using an SEO-Enabled widget. Add the following parameters to the resulting URL: **&filterName=location&filterValues=001XXX,002XXX** or **&filterName=brand&filterValues=abc**. The parameters are case-sensitive and must be entered exactly as shown on the Filters tab of the account admin page. Spaces in a URL are replaced by %20.

6. Click **Save**.

If using code for an iframe, copy the generated code and send it to your webmaster for placement into the HTML of your website. If using the SEO-Enabled option, curl the URL and to fetch results directly.

Once on your site, the widget dynamically updates with the latest reviews that have met your criteria:

