Reputation Widgets 2.0

Implementation Guide

Reputation

Reputation Widgets

This document provides an overview of the Reputation Widgets for adding the reviews widget, summary widget or score widget to any web page.

In order to configure the widgets, please first refer to the **How-to documentation on Reputation Widgets** or talk to your Customer Success Manager on how-to set them up. Through the Admin Settings UI, you can build and customize all of the widgets.

What is the Reviews widget?

The Reviews Widget allows you to stream your third party reviews of your business to your own website. If you are a multi-location business, then you can display a stream of reviews that are from each location. This widget displays your latest reviews and ratings across several sources, links to your specific review sites' pages, and encourages customers to review your business.

What is the Summary widget?

The Summary Widget allows you to display third party review sites as a badge or in a list, including the star rating for that source and the total number of reviews you have on that source. This widget displays your highest rated third party review sites, links to your specific review site's page, and encourages customers to review your business.

What is the Score widget?

The Score Widget allows you to display your Reputation Score on any webpage. We recommend adding this widget with the summary or reviews widget in order to add some context to what the score means.

What is the Survey Summary widget?

The Survey Summary Widget allows you to display multiple star ratings that breakdown customer satisfaction into key evaluation areas on any webpage. This widget is ideal to display key measures of customer satisfaction that are elicited through a number of questions in a satisfaction survey. Reputation automates the process of computing those measures (or scores) and translating them into a series of sub-ratings that can be displayed on webpage.

How do I add a widget to my website?

To add a Reputation widget to your site, you simply insert a line of HTML into your site's source code. We also make it easy for you to email the required code to your webmaster. On request, our CSM team can also provide you with sample implementations for your reference.

What are the differences between IFrame and SEO-Enabled Widgets?

IFrames:
- Easiest widget to implement
- Simpler because the code is static HTML
- Blend into a page naturally. For example, the "frameborder="0"" property in the IFrame code ensures that the form doesn't have any borders, making it seem like a piece of the site itself
- Redirect a form/survey within the webpage
- Google does not index the content in these widgets; meaning not SEO-enabled

SEO-Enabled Widgets:
- Take on CSS properties of the page it is embedded on, allowing for further customization and integration with the website
- Redirect the embedded form/survey to a new page outside of the web page it is placed on. This new page can be specified in the "post redirect" field under "confirmation text" in the designer
- Use JavaScript. Some websites may require additional plugins to enable JavaScript support, i.e. Wordpress.
- Google treats the content as native web-content and indexes these reviews; meaning SEO-enabled

What are the types of Widgets we support?

- Reviews Widgets: iFrame and SEO mode
- Summary widgets : iFrame and SEO mode
- Score Widget: IFrame only
- Survey Summary Widget: iFrame and SEO mode

iFrame Widget

An iFrame Widget code that you get from the platform will look similar to below:

```
<a class="reputation-widget" target="_blank"
href="https://widgets.reputation.com/widgets/56d0da37e4b0ac3b800a221b/run?tk=f63
1eb0f561" data-tk="f631eb0f561" data-widget-id="56d0da37e4b0ac3b800a221b"
data-lk="location-code">Reputation Reviews</a>
```

Explanation

Parameters	Explanation
data-tk=[tenant-key]	This is the unique tenant key that is assigned automatically to each customer.
data-lk=[location-key]	Location key. This should be the only variable that should be changed. Location key is the mapping of Reputation location identifier with the name / address.

Sample implementation

```
<html>
    <head>
    </head>
    <body>
        <div>
            <a class="reputation-widget" target="_blank"
        href="https://widgets.reputation.com/widgets/56d0da37e4b0ac3b800a221b/
        run?tk=f631eb0f561" data-tk="f631eb0f561"
        data-widget-id="56d0da37e4b0ac3b800a221b">Reputation Reviews</a>
            <script>!function(d,s,c){var
        js,fjs=d.getElementsByTagName(s)[0],p=/^http:/.test(d.location)?"http"
        :"https";js=d.createElement(s);js.className=c;js.src=p+"://widgets.rep
        utation.com/src/client/widgets/widgets.js";fjs.parentNode.insertBefore
        (js,fjs);}(document,"script","reputation-wjs");</script>
        </div>
    </body>
</html>
```

The above code provides a streaming widget for reviews across all the locations in a tenant, which renders like below

SEO-Enabled Widget

URL
https://widgets.reputation.com/widgets/56d0da37e4b0ac3b800a221b/run?tk=f631eb0f561&start=0
&Parameters and values

Parameters	Explanation
tk=[tenant-key]	This is the unique tenant key that is assigned automatically to each customer.
lk=[location-key]	Location key. This should be the only variable that should be changed. Location key is the mapping of Reputation location identifier with the name / address.
filterName=[name] filterValues=[values]	filterName refers to any current filter in the product. The data can only filter by one name but multiple values. filterValues is the value in which to filter the previously mentioned filterName by. These values are comma separated. Example: filterName = location filterValues = 2,6,8 filterName =___attr_brand___ filterValues = Acura
preview=true	Use this variable to verify the url and the deployment

SEO Widget Deployment Guidelines

In order to deploy SEO-enabled widgets, the user is doing what is called as 'curl' in the browser. Following are the methods you can use to implement a curl on your server.

CSS

Once called, the HTML rendered is not styled in anyway, it arrives as raw HTML. In order to follow the Reputation style guide, it is insisted that the following stylesheet be called alongside the widget cURL. It is as follows: https://widgets.reputation.com/lib/widgets.css.

GET

The simplest and most common request/operation made using HTTP is to get a URL. The URL refers to a part of the web page. The client issues a GET request to the server and receives the document it asked for. If you issue the command line:

```
curl
https://widgets.reputation.com/widgets/56d0da37e4b0ac3b800a221b/run?tk=f631eb0f561
&start=0&lk=70
```

You get a web page returned in your terminal window. The entire HTML document that URL holds.

All HTTP replies contain a set of response headers that are normally hidden, use curl's --include (-i) option to display them as well as the rest of the document.

HEAD

You can ask the remote server for ONLY the headers by using the --head (-I) option which will make curl issue a HEAD request. In some special cases servers deny the HEAD method while others still work.

The HEAD method is defined and made so that the server returns the headers exactly the way it would do for a GET, but without a body. It means that you may see a Content-Length: in the response headers, but there must not be an actual body in the HEAD response.

HTML Forms

HTML Forms offers two methods to do a curl for getting the code on the widgets

- GET Method: GET uses HTML method like this

```
<form method="GET" id="siteform">
        <input type="url" name="Reviews">
        <input type="submit" name="press" value="OK">
</form>
```

- POST Method:
```
<form method="POST" id="siteform">
        <input type="url" name="Reviews">
</form>
```

Sample Implementation of HTML

```
<!DOCTYPE html>
<html>
     <head>
          <title>Reputation Widget Example</title>

          <link rel="stylesheet" type="text/css"
href="https://maxcdn.bootstrapcdn.com/bootstrap/3.3.6/css/bootstrap.min.css">
          <link rel="stylesheet" type="text/css"
href="https://widgets.reputation.com/lib/widgets.css">
```

```
        </head>

        <body>
            <div class="container">
                <h1 class="text-center">SEO-Enabled Reputation Widget
Example</h1>
                <div class="row" style="margin-top:30px;">
                    <div class="col-md-offset-2 col-md-8">
                        <div class="form">
                            <div class="form-group">
                                <input type="url" class="form-control"
name="site_url" id="site_url" placeholder="Enter your widget url"
value="https://widgets.reputation.com/widgets/570d3ef9e4b0d850bdf2a5df/run?tk=f631
eb0f561&start=0">
                            </div>
                            <div class="form-group text-center">
                                <button id="preview-btn" class="btn
btn-default" type="submit">Preview</button>
                            </div>
                        </div>
                    </div>
                </div>

                <div class="row">
                    <div class="col-md-12">
                        <h1 class="text-center">Preview</h1>
                        <div id="preview"></div>
                    </div>
                </div>
            </div>
        </body>

        <script src="https://code.jquery.com/jquery-1.12.3.min.js"></script>
        <script>
            $('#preview-btn').click(function() {
                $.get('sample.php', {site_url: $('#site_url').val()},
function(data) {
                    $('#preview').html(data);
                });
            });

            $('#preview').on('click', '.pagination a', function(e) {
                e.preventDefault();

                var siteUrl = $('#site_url').val(),
                    paginationLink = $(this).attr('href');

                siteUrl = siteUrl.replace(/\?.+$/, paginationLink);
```

```
            $.get('sample.php', {site_url: siteUrl}, function(data) {
                    $('#preview').html(data);
                    window.scrollTo(0, 0);
            });
        });
    </script>
</html>
```

Backend Sample.php PHP Script To Process GET Request

```php
<?php

if (isset( $_GET['site_url'] ) && !empty( $_GET['site_url'])) {
    echo get_html($_GET['site_url']);
} else {
    echo 'Site url is missing';
}

function get_html($url) {
    $ch = curl_init();
    $timeout = 5;
    curl_setopt($ch, CURLOPT_URL, $url);
    curl_setopt($ch, CURLOPT_SSL_VERIFYPEER, false);
    curl_setopt($ch, CURLOPT_RETURNTRANSFER, 1);
    curl_setopt($ch, CURLOPT_CONNECTTIMEOUT, $timeout);
    $data = curl_exec($ch);
    curl_close($ch);
    return $data;
}

?>
```

Change History

Date	Version	Notes
02/7/2021	1.0.4	Rebranded
02/26/2018	1.0.3	Replaced location key in sample curl with active demo location - MM
10/16/2017	1.0.2	Added css style sheet for SEO widgets - MM
5/24/2016	1.0.1	Updated Sample Implementation Code
3/9/2016	1.0	Document released