Lipscore Implementation Guide

Implementing Lipscore on your website is extremely easy and you should be able to complete the steps involved in less than an hour.

This is what you need:

- Access to the source code of your website
- A valid user account with Lipscore.com (register at www.lipscore.com if you don't have one yet)
- The API key (a 24 character unique code that identifies your site in the Lipscore network) which can be found in the Dashboard after logging in on www.lipscore.com.

Implementation is done in 3 steps:

1. Add initializer script in head tag of every page
   Every page needs to have our javascript/html initializer script inside the head-tag to be able to display Lipscore widgets

2. Add invitation widget
   This widget triggers the review invitation email to the customer 3 weeks (configurable) after purchase and is critical to get a decent number of reviews

3. Add rating/review widgets
   These are the Lipscore objects that are visible on your site

If you have any problem whatsoever getting our software to work on your site don't hesitate to contact us! Our customer support is outstanding and we will go to great lengths to help you out. Please send us an email to support@lipscore.com and we will help you as soon as possible.

Best regards,

Team Lipscore

Step 1: Add JavaScript/HTML in HEAD-tag

Name:	Initializer script
Description:	Every page that will display content from Lipscore needs to have a piece of HTML/JavaScript code between the two <head>…</head> tags of your webpage. This code is the same for every page and should not be altered. Please notice that there are two things you need to change/pay attention to in the following script: - Language code marked in red; check www.lipscore.com for a list of available languages/language codes - The API key marked in red. This can be copied from your Lipscore Dashboard after you log in.
Sample output:	(the below code by itself does not actually display anything on your website)

Code structure	<script type="text/javascript">
	//<![CDATA[
	window.lipscoreInit = function() {
	lipscore.init({
	apiKey: "your api key"
	});
	};
	(function() {
	var scr = document.createElement('script'); scr.async = 1;
	scr.src = "//static.lipscore.com/assets/en/lipscore-v1.js";
	document.getElementsByTagName('head')[0].appendChild(scr);
	})();
	//]]>
	</script>

Actual code sample:	<script type="text/javascript">
	//<![CDATA[
	window.lipscoreInit = function() {
	lipscore.init({
	apiKey: "889c3f3e4b6ac67269261324"
	});
	};
	(function() {
	var scr = document.createElement('script'); scr.async = 1;
	scr.src = "//static.lipscore.com/assets/no/lipscore-v1.js";
	document.getElementsByTagName('head')[0].appendChild(scr);
	})();
	//]]>
	</script>

2. Add invitation widget

(PLEASE NOTE: adding invitations via the API is also possible, by doing this you will be able to completely control that the invitations are sent after the items have been shipped)

The invitation widget is a critical element in order to get reviews of your products, and what it does is to trigger an email to your customers three weeks (customizable) after their purchase asking them to write a review. This is the key feature that drives people to write reviews and by NOT implementing this feature you will have a very hard time collecting reviews.

Name:	Invitation widget
Description:	This widget is invisible for the customers and should be placed on the "thank you"-page after the purchase. It is important that the purchase has been fully completed and the items paid for before this widget is displayed! It inserts the name, email, and item(s) purchased in to the Lipscore backend where we will trigger an email reminder to the customer asking them to write a review. Some things to be aware of: - If customers have bought several items you need one full code block for each item - The properties in the Code Structure that are marked with an asterisk (*) are mandatory - Voucher code/description are there to increase the chances of your customers writing a review. I.e. a 10% discount on next purchase is a good incentive.
Sample output:	(the below code by itself does not actually display anything on your website)

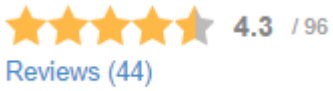
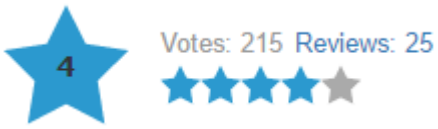
Code structure	<div class="lipscore-purchase"
	* ls-product-name="[ProductName]"
	* ls-brand="[BrandName]"
	* ls-product-id="[ProductID]"
	* ls-product-url="[URL_to_product_details_page]"
	  ls-gtin="[Product_GTIN]"
	  ls-description="Product_description-used_for_SEO"
	  ls-image-url="[URL_to_product_image]"
	  ls-price="[Selling_price-used_for_SEO]"
	  ls-price-currency="[Price_currency-used_for_SEO]"
	  ls-availability="[Items_in_stock-used_for_SEO]"
	  ls-category="[Product_category-used_for_SEO]"
	** ls-email="[Email_address_of_customer]"
	** ls-phone="[Mobile_phone_number_of_customer]"
	* ls-name="[Full_name_of_customer]"
	  ls-voucher-code="[VourcherCode]"
	  ls-voucher-descr="[VoucherDescription]">
	
	* = Required
	** = Either phone or email is required

Actual code sample:	<div class="lipscore-purchase"
	  ls-product-name="HTC One M8 Gold"
	  ls-brand="HTC"
	  ls-product-id="6268A"
	  ls-gtin="123456789"
	  ls-product-url="http://mysite.com/products/htc-m8/6268A"
	  ls-description="Greatest phone of 2014"
	  ls-image-url=" http://mysite.com/assets/htc-m8_6268A.png"
	  ls-price="899"
	  ls-price-currency="USD"
	  ls-availability="34"

	ls-category="Phones-MobilePhones-HTC" ls-email="john@mysite.com" ls-phone="+4712345678" ls-name="John M Olsson" ls-voucher-code="LSDISC-104543" ls-voucher-descr="We give away one free college hoodie each month to one randomly picked reviewer! In addition you will get a 15% discount on your next purchase by entering the voucher code that will be emailed to you after your review has been published.">

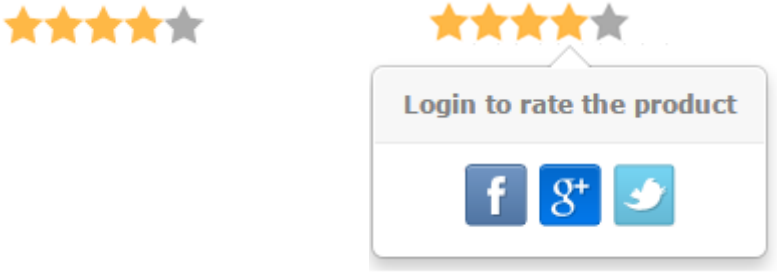
3. Add rating/review widgets

There is a range of different widgets you can add to your website and you can choose which you want to use. All of the widgets are designed so that they will blend in as much as possible with your site, fonts for example will be inherited directly. Most of the widgets are also "container aware" meaning that their size will adapt to the container they are in. All widgets are of course also responsive and will work on any device of any size.

Name:	Large rating widget
Description:	This rating widget is the default widget used in product details pages and has two different main layouts and several colors and styles to choose from. This widgets size is fixed.
Sample output:	Option 1:  Option 2: 
Code structure	<div id="lipscore-rating" * ls-product-name="[ProductName]" * ls-brand="[BrandName]" * ls-product-id="[ProductID]" * ls-product-url="[URL_to_product_details_page]" ls-gtin="[Product_GTIN]" ls-description="Product_description-used_for_SEO" ls-image-url="[URL_to_product_image]" ls-price="[Selling_price-used_for_SEO]" ls-price-currency="[Price_currency-used_for_SEO]" ls-availability="[Items_in_stock-used_for_SEO]" ls-category="[Product_category-used_for_SEO]"> * = Required
Actual code sample:	<div id="lipscore-rating" ls-product-name="HTC One M8 Gold"

	``` ls-brand="HTC" ls-product-id="6268A" ls-gtin="123456789" ls-product-url="http://mysite.com/products/htc-m8/6268A" ls-description="Greatest phone of 2014" ls-image-url=" http://mysite.com/assets/htc-m8_6268A.png" ls-price="899" ls-price-currency="USD" ls-availability="34" ls-category="Phones-MobilePhones-HTC"> </div> ```

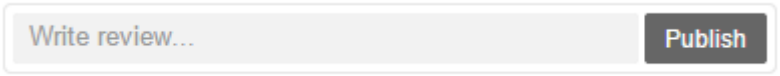
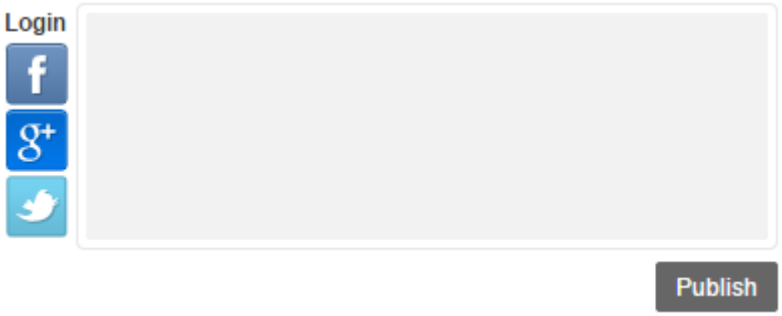
Name:	Small rating widget
Description:	This rating widget is most commonly used in "category pages" and lists where multiple products are listed together with limited space available and it comes in two different varieties that can be chosen in the settings in your Lipscore Dashboard. One will display a simple Lipscore star with the average rating of the product next to it, and the other version displays 5 stars with an indication of the average rating. The widget adapts to the height of the container it is in and it will look good in heights ranging from 10-50px.
Sample output:	Option 1: Option 2:
Code structure	``` * = required ```
Actual code sample:	``` ```

Name:	Rating slider
Description:	The rating slider is similar to the "small rating widget" option 2 but with this widget the customer can add their own rating.
Sample output:	

Code structure	`<span class="lipscore-rating-slider"`
	`*  ls-product-name="[ProductName]"`
	`*  ls-brand="[BrandName]"`
	`*  ls-product-id="[ProductID]"`
	`*  ls-product-url="[URL_to_product_details_page]"`
	`ls-gtin="[Product_GTIN]"`
	`ls-description="Product_description-used_for_SEO"`
	`ls-image-url="[URL_to_product_image]"`
	`ls-price="[Selling_price-used_for_SEO]"`
	`ls-price-currency="[Price_currency-used_for_SEO]"`
	`ls-availability="[Items_in_stock-used_for_SEO]"`
	`ls-category="[Product_category-used_for_SEO]">`
	`</span>`
	
	`* = required`

Actual code sample:	`<span class="lipscore-rating-slider"`
	`ls-product-name="HTC One M8 Gold"`
	`ls-brand="HTC"`
	`ls-product-id="6268A"`
	`ls-gtin="123456789"`
	`ls-product-url="http://mysite.com/products/htc-m8/6268A"`
	`ls-description="Greatest phone of 2014"`
	`ls-image-url=" http://mysite.com/assets/htc-m8_6268A.png"`
	`ls-price="899"`
	`ls-price-currency="USD"`
	`ls-availability="34"`
	`ls-category="Phones-MobilePhones-HTC">`
	`</span>`

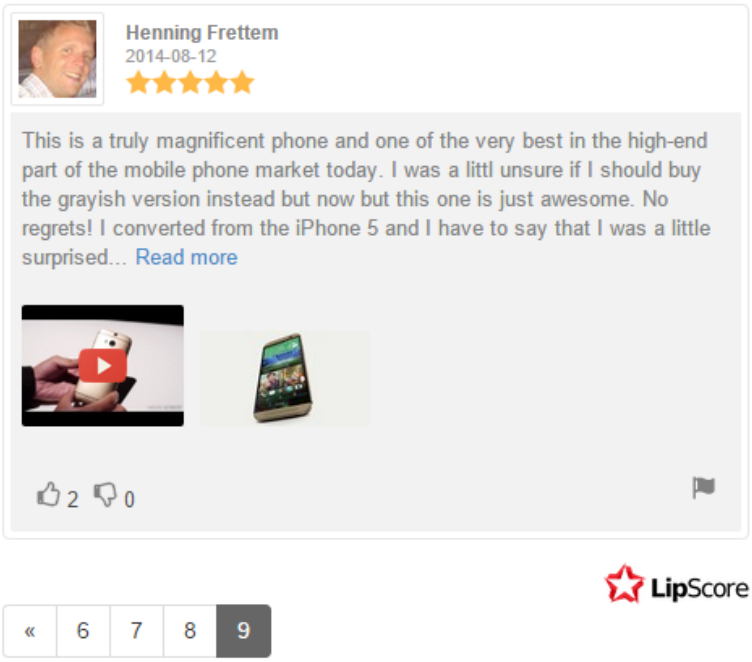
Name:	Review form
Description:	This is the form where users enter their opinions about the product. It supports uploading images and YouTube-videos, but users must log in using one of the social logins before being

	allowed to submit the review. Please note that all reviews are published immediately, except reviews with links/images/videos, they will have to be manually approved in the Moderation tab in the back end first (due to possibility of spam/etc).
Sample output:	Collapsed:  Expanded (expands automatically by clicking inside the text box):  Logged in:

Code structure	`<div id="lipscore-review-post"`
	`*  ls-product-name="[ProductName]"`
	`*  ls-brand="[BrandName]"`
	`*  ls-product-id="[ProductID]"`
	`*  ls-product-url="[URL_to_product_details_page]"`
	`ls-gtin="[Product_GTIN]"`
	`ls-description="Product_description-used_for_SEO"`
	`ls-image-url="[URL_to_product_image]"`
	`ls-price="[Selling_price-used_for_SEO]"`
	`ls-price-currency="[Price_currency-used_for_SEO]"`
	`ls-availability="[Items_in_stock-used_for_SEO]"`
	`ls-category="[Product_category-used_for_SEO]">`
	`</div>`
	
	`* = Required`

Actual code sample:	`<div id="lipscore-review-post"`
	`ls-product-name="HTC One M8 Gold"`
	`ls-brand="HTC"`
	`ls-product-id="6268A"`
	`ls-gtin="123456789"`
	`ls-product-url="http://mysite.com/products/htc-m8/6268A"`
	`ls-description="Greatest phone of 2014"`
	`ls-image-url=" http://mysite.com/assets/htc-m8_6268A.png"`
	`ls-price="899"`

	``
	    ls-price-currency="USD"
	    ls-availability="34"
	    ls-category="Phones-MobilePhones-HTC">
	</div>
	``

Name:	Review list
Description:	This widget lists all the reviews you have gotten for a given product and should be placed on the product details page, usually inside a Reviews-tab or something similar. The widget displays 5 reviews at a time with a paging control at the bottom.
Sample output:	

Code structure	```
	<div id="lipscore-review-list"
	* ls-product-name="[ProductName]"
	* ls-brand="[BrandName]"
	* ls-product-id="[ProductID]"
	* ls-product-url="[URL_to_product_details_page]"
	    ls-gtin="[Product_GTIN]"
	    ls-description="Product_description-used_for_SEO"
	    ls-image-url="[URL_to_product_image]"
	    ls-price="[Selling_price-used_for_SEO]"
	    ls-price-currency="[Price_currency-used_for_SEO]"
	    ls-availability="[Items_in_stock-used_for_SEO]"
	    ls-category="[Product_category-used_for_SEO]">
	</div>
	
	* = Required
	``

Actual code sample:	```
	<div id="lipscore-review-list"
	    ls-product-name="HTC One M8 Gold"
	    ls-brand="HTC"
	    ls-product-id="6268A"
	    ls-gtin="123456789"
	    ls-product-url="http://mysite.com/products/htc-m8/6268A"
	    ls-description="Greatest phone of 2014"
	    ls-image-url=" http://mysite.com/assets/htc-m8_6268A.png"
	    ls-price="899"
	``

	ls-price-currency="USD" ls-availability="34" ls-category="Phones-MobilePhones-HTC">