

LipScore Implementation Guide

for the API integration

This is what you need:

- [LipScore API documentation](#)
- 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) and the Secret API key which can be found in the *LipScore account > Settings > General > API settings*
- Information from the customer on which widgets they want to be implemented on the website and their placement

The steps necessary to complete the implementation

1. **Create a backend connection for order data transfer** between LipScore's and the customer's database via API.
2. **Add initializer script in the 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
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

Implementation checklist

- Make sure you have access to your Lipscore API key (a 24 character random key) and a secret API key. Both can be found in the Lipscore account (*Setting > General > API settings*) or will be provided to you by a Lipscore Customer Success Manager
- Create backend integration via API using the [API documentation](#) with order status "**shipped/sent**" triggering scheduling of invitations
- Implement [the Lipscore Initializer script](#) in the <head> section of every page on the website (this can also be done with Google Tag Manager).
- Add the [large rating widget](#) to the product pages
- Add the [review post widget](#) to the product pages
- Add the [review list widget](#) to the product pages
- Add the [small rating widget](#) to category pages and search result product cards
- Optionally: Add selected [service reviews widgets](#) or [questions and answers widgets](#) your customers wants to have on their website
- Create a test purchase in the webshop and set it to the "**shipped/sent**" status to make sure that an Invitation is scheduled in the *Invitations* page in the Lipscore account
- Send an email to the Customer and Lipscore Customer Success Manager to confirm the implementation is done

Step 1: Create backend integration via API using the API documentation.

API documentation can be found [HERE](#). When an order in the webshop gets status "shipped/sent" the integration should send order information to Lipscore API to trigger the scheduling of invitations. The invitation creation API can be found [HERE](#).



Step 2: Add JavaScript/HTML in HEAD-tag

Name:	Initializer script
Description:	<p>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.</p> <p>Please notice that there are two things you need to change/pay attention to in the following script:</p> <ul style="list-style-type: none"> - 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	<pre><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></pre> </td> </tr> <tr> <td>Actual code sample:</td> <td> <pre><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></pre> </td> </tr> </table> </div>]]></pre>

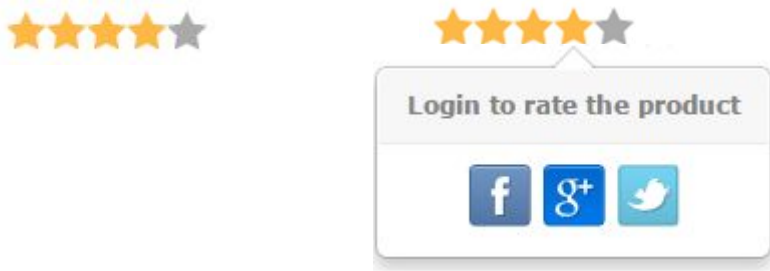
Step 3: Add rating/review widgets

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.**

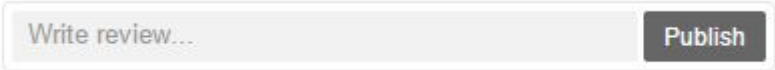

Product review widgets

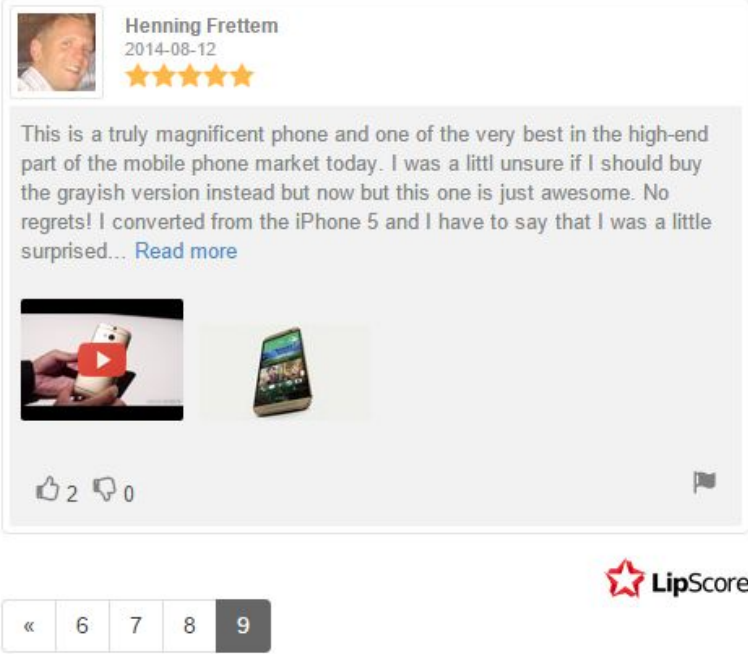
Name:	Large rating widget
Description:	This rating widget is the default widget used in product details pages and has two different main layouts and several colors and styles to choose from. This widgets size is fixed.
Sample output:	<p>Option 1: </p> <p>Option 2: </p>
Code structure	<pre><div id="lipscore-rating" * 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]"> </div></pre> <p>* = Required</p>
Actual code sample:	<pre><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></pre>

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:	<p>Option 1:  4.3</p> <p>Option 2: </p>
Code structure	<pre> </pre> <p>* = required</p>
Actual code sample:	<pre> </pre>

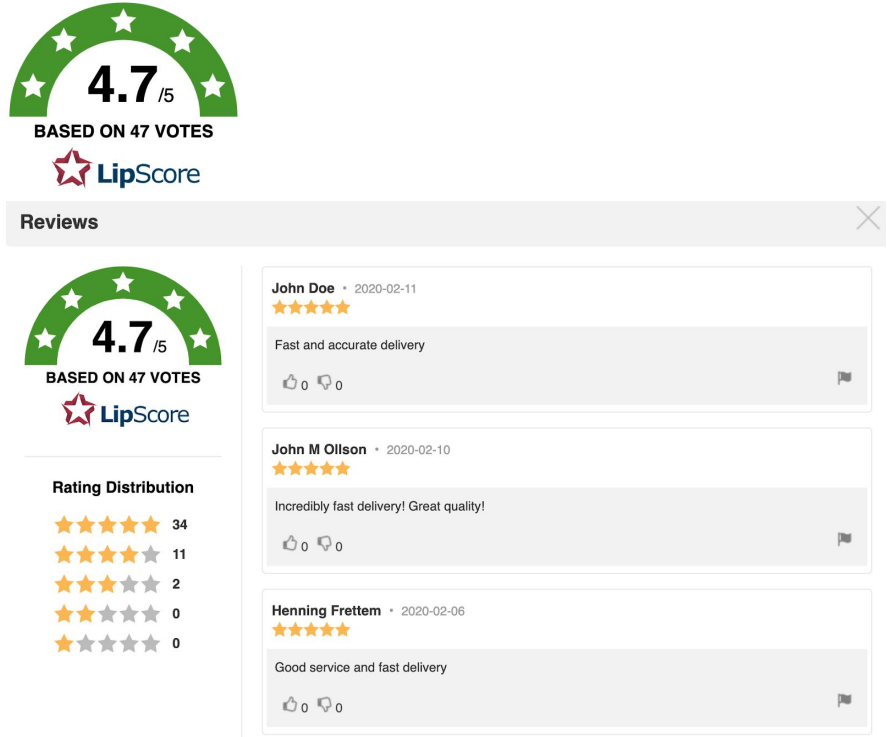
Name:	Rating slider
Description:	The rating slider is similar to the "small rating widget" option 2 but with this widget the customer can add their own rating.
Sample output:	
Code structure	<pre> </pre> <p>* = required</p>
Actual code sample:	<pre> </pre>

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).

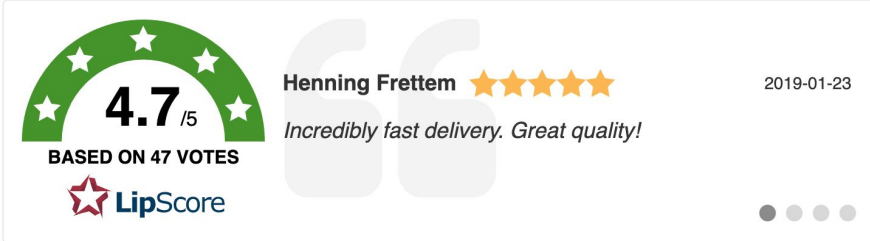
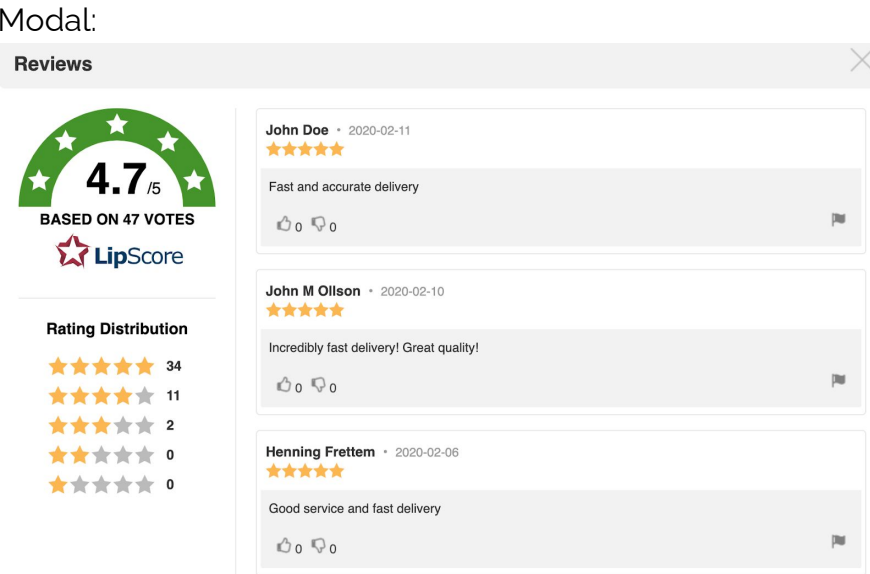
<p>Sample output:</p>	<p>Collapsed:</p>  <p>Expanded (expands automatically by clicking inside the text box):</p>  <p>Logged in:</p> 
<p>Code structure</p>	<pre><div id="lipscore-review-post" * ls-product-name="[ProductName]" * ls-brand="[BrandName]" * ls-product-id="[ProductID]" * ls-product-url="[URL_to_product_details_page]" 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></pre> <p>* = Required</p>
<p>Actual code sample:</p>	<pre><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></pre>


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:	 <p>The screenshot shows a review card for Henning Frettem, dated 2014-08-12, with a 5-star rating. The review text reads: "This is a truly magnificent phone and one of the very best in the high-end part of the mobile phone market today. I was a little unsure if I should buy the grayish version instead but now but this one is just awesome. No regrets! I converted from the iPhone 5 and I have to say that I was a little surprised... Read more". Below the text is a video thumbnail showing a hand holding a white smartphone. At the bottom of the review card are icons for likes (2) and comments (0). The LipScore logo is visible in the bottom right corner of the widget area, and a pagination control shows the current page as 9.</p>
Code structure	<pre><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></pre> <p>* = Required</p>
Actual code sample:	<pre><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"> </div></pre>

Service review widgets

Name:	Service reviews badge												
Description:	The service reviews badge show the average rating your business / service has received and when the badge is clicked a modal window opens where all the service reviews are displayed.												
Sample output:	 <p>The sample output shows a service reviews badge with a 4.7/5 rating based on 47 votes. Below the badge is a modal window titled 'Reviews' containing three reviews:</p> <ul style="list-style-type: none"> John Doe · 2020-02-11 (5 stars): Fast and accurate delivery John M Ollson · 2020-02-10 (5 stars): Incredibly fast delivery! Great quality! Henning Frettem · 2020-02-06 (5 stars): Good service and fast delivery <p>Below the reviews is a 'Rating Distribution' section:</p> <table border="1"> <thead> <tr> <th>Rating</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>★★★★★</td> <td>34</td> </tr> <tr> <td>★★★★☆</td> <td>11</td> </tr> <tr> <td>★★★☆☆</td> <td>2</td> </tr> <tr> <td>★★☆☆☆</td> <td>0</td> </tr> <tr> <td>★☆☆☆☆</td> <td>0</td> </tr> </tbody> </table>	Rating	Count	★★★★★	34	★★★★☆	11	★★★☆☆	2	★★☆☆☆	0	★☆☆☆☆	0
Rating	Count												
★★★★★	34												
★★★★☆	11												
★★★☆☆	2												
★★☆☆☆	0												
★☆☆☆☆	0												
Code structure	<pre><div class="lipscore-service-review-badge-starred" ls-widget-height="[Widget height in px%]" ls-widget-width="[Widget width in px%]"> </div></pre>												
Actual code sample:	<pre><div class="lipscore-service-review-badge-starred" ls-widget-height="100px" ls-widget-width="100px"> </div></pre>												

Name:	Testimonial banner
Description:	The testimonial banner displays service reviews that have been marked as testimonials, either manually in the Reviews page in the backend, or by automatically marking all 5 star reviews as testimonials. The widget will display and rotate 4 of the latest 10 reviews marked as testimonials for the given product.

Sample output:	 <p>Modal:</p> 
Code structure	<pre><div class="lipscore-service-review-testimonial" ls-widget-height="[Widget height in px]%" ls-widget-width="[Widget width in px]%"> </div></pre>
Actual code sample:	<pre><div class="lipscore-service-review-testimonial" ls-widget-height="150px" ls-widget-width="100%"> </div></pre>

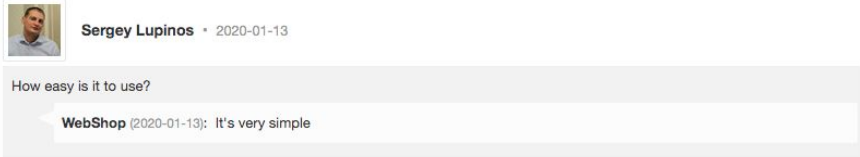
Name:	Testimonial widget
Description:	The testimonial widget displays service reviews that have been marked as testimonials, either manually in the Reviews page in the backend, or by automatically marking all 5 star reviews as testimonials.
Sample output:	
Code structure	<pre><div class="lipscore-testimonial" * ls-product-name="Service reviews" * ls-product-id="service_review" * ls-product-url="[URL_to_your_site]"> </div> * = Required</pre>

**Actual code
sample:**

```
<div class="lipscore-testimonial"  
  ls-product-name="Service reviews"  
  ls-product-id="service_review"  
  ls-product-url="http://mysite.com">  
</div>
```

Questions and Answers widgets

Name:	New question widget
Description:	This is the form where users write their question of the product. Users must log in using one of the social logins before being allowed to submit the question.
Sample output:	<p>Collapsed:</p>  <p>Expanded (expands automatically by clicking inside the text box):</p>  <p>Logged in:</p> 
Code structure	<pre><div id="lipscore-question-post" * ls-product-name="[ProductName]" * ls-brand="[BrandName]" * ls-product-id="[ProductID]" * ls-product-url="[URL_to_product_details_page]" ls-sku="[Product_SKU]" 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</pre>
Actual code sample:	<pre><div id="lipscore-question-post" ls-product-name="HTC One M8 Gold" ls-brand="HTC" ls-product-id="6268A" 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></pre>

Name:	List questions widget
Description:	This widget lists all the questions you have gotten for a given product and should be placed on the product details page, usually inside a Questions-tab or something similar. The widget displays 5 questions at a time with a paging control at the bottom.
Sample output:	
Code structure	<pre><div id="lipscore-question-list" * ls-product-name="[ProductName]" * ls-brand="[BrandName]" * ls-product-id="[ProductID]" * ls-product-url="[URL_to_product_details_page]" ls-sku="[Product_SKU]" 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</pre>
Actual code sample:	<pre><div id="lipscore-question-list" ls-product-name="HTC One M8 Gold" ls-brand="HTC" ls-product-id="6268A" 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></pre>

Name:	Questions count widget
Description:	This widget displays the number of questions for a given product, without any attributes or styling whatsoever. It's a plain number and most commonly used in a Questions-tab indicating the number of questions of a product before the customer clicks the tab to read the actual questions
Sample output:	21
Code structure	<pre><span class="lipscore-question-count" * ls-product-name="[ProductName]" * ls-brand="[BrandName]" * ls-product-id="[ProductID]" * ls-product-url="[URL_to_product_details_page]" ls-sku="[Product_SKU]" ls-description="Product_description-used_for_SEO"</pre>

	<pre>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</pre>
Actual code sample:	<pre> </pre>