

# Incorporating Tags into Websites

## Adding our Widget or Faces Tag to your webpages

**W**elcome! Inspirometers can be used in lots of different places, this can be virtually anywhere your work meets your customers. Websites are an excellent place to put Inspirometer Tags, and they will help you evaluate the impact your site is having on those who use it.

This guide is intended to help show you how to access and implement the best Tags for your website.

### Selecting an appropriate Tag

The standard 'faces' Tag was created for all electronic documents including blogs and websites. It is a single-click tool which registers the response and immediately presents the familiar response page, confirming the feedback and inviting your customer or colleague to add further information if they wish.



However, sometimes you don't want to present the response page to your web-site user. Sometimes you would rather that they provide their feedback in situ, and remain on the page that you have worked hard to get them to visit. For this purpose, we have created a special Tag in the form of a widget.



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### Creating the Tag

In order to add a tag to your website, you'll first need to have created a Tag for that purpose.

Log in to your account at [my.inspirometer.com](http://my.inspirometer.com), and from the main menu on the left-hand side, go to **Tags -> Create Tag** (if you already have one ready, skip to the next section)

#### Basic Tag Information

Write a title for your Tag, for instance 'Website Tag'. You may want to select a category for it—this can help you with looking into data later.

Now write a Main Question for your Tag. This is the question that will appear within the Widget, or on the Tag Response page. This question should reflect what you wanted the Tag to be for. Do you want feedback on the site itself? Maybe you want feedback on a certain piece of site-content, or to gather opinions about how helpful a certain page is?

**GENERATE TAG**

Clicking the 'Generate Tag' button will create your Tag and take you to the Tag Settings page.



On this page you can configure various settings of your Tag, such as whether it allows comments or secondary questions.

Notice that the next Tab along from 'Settings' is 'Download': now you can go and get hold of your newly created Tag.

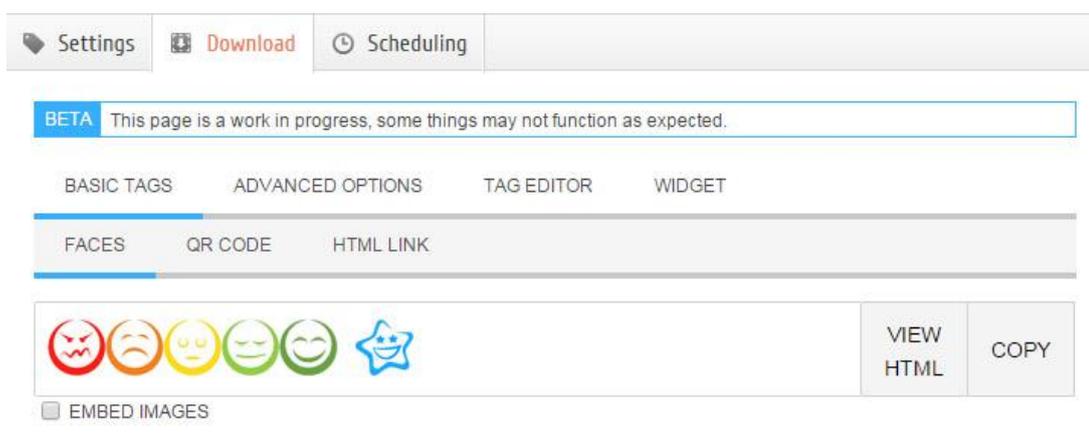
Your newly created Tag is immediately ready to start receiving responses from whichever pages of your website you require.

## Where to get hold of your Tag

The first thing to do is to get hold of the code for the Tag in the form that you choose.

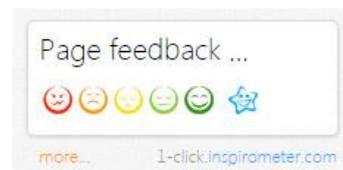
Wherever you want to place your Tag, you will first need to copy or download it from our Tag Download page.

To access this page from the main menu, click **Tags** -> **List Tags** and find your website Tag in the list. Click on the green download icon to get to the download page for that Tag.



The Download screen shows you various forms your Tag can take. The website-friendly forms are the Widget, the basic Faces and the plain URL (we recommend the widget).

## How to use the Widget Tag in your website



On the **Download** Page, go over to the right-hand side and select 'WIDGET'.

Our page generates a piece of HTML within `<script>` tags, which can be pasted into your website's HTML to display the Widget.

The `<script>` just points to a script file that we take care of, so you don't need to do anything else—just click to COPY the line we provide and add it to your code in the place you'd like to display the Widget.

If you are using a Content Management System (CMS) such as Wordpress, HTML written into the normal post area may not display properly (i.e. it just displays as plain code)

If so, there's usually a 'text' or 'html' entry area, possibly on a tab, built into the system. If unsure, the best thing to do to learn how to enter HTML into your site is to run a google search of the name of your CMS followed by 'html'.

## How to configure the Widget

There are a number of parameters to the widget, such as its size and how it works, which can be customised to ensure that the widget fits well into your site and is consistent with its styling.

## Changing the width

The widget displays at a default width, but this can be customised by making a slight change to the code within the <script> tags.

Before the first closing '>', just add the phrase: `data-width='200'`

(where 200 is an example number of pixels)

For example:

```
<script src='http://dev.inspirometer.com/public/jsonp/tag.widget.js' data-id='YwJ3egkz' data-width='200'></script>
```

The minimum widget width is 150 pixels.

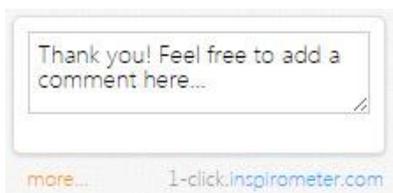
## Changing the font size

You may also adjust the size of the font used in the Widget by adding the phrase: `data-font-size='10'`

## Implementing comments

By default, clicking a face in the widget will record the response, and the faces will be replaced with a 'Thank you for your feedback' message.

However, it can also be configured to display a text-entry box right within the widget, and prompt for a comment:



The user can then write and submit their comment without having to go anywhere outside your website.

To implement this, just add: `data-comment='yes'` to the script, in the same way as before.

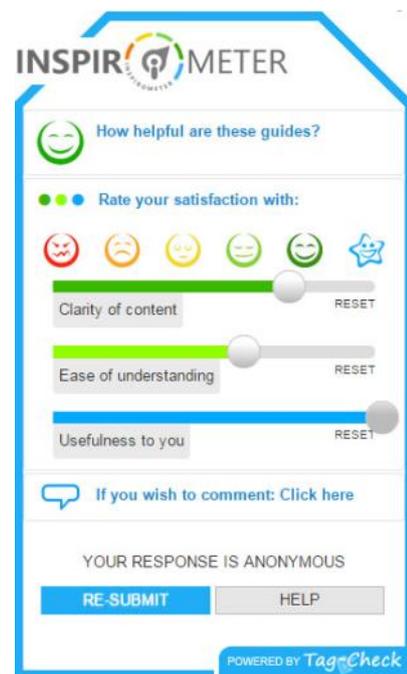
Here is an example Widget script featuring all three of these configurations:

```
<script src='http://my.inspirometer.com/public/jsonp/tag.widget.js' data-id='bwDegKk3' data-width='240' data-font-size='12' data-comment='yes'></script>
```

## How to use the Faces Tag in your website



On the Tag Download page, select 'BASIC TAGS' and then 'FACES'. This displays a line of clickable faces which act as hyperlinks. When clicked, they open a new tab containing a Tag Response page where the user can submit their full feedback.



Implementing the standard faces Tag in your website has a number of similarities to implementing the widget— you still need to generate some HTML and paste it into your website. To obtain your Tag in HTML form, click the HTML button (beside the COPY) button, and then select and copy the HTML code from the window that appears

This can be pasted anywhere that html is accepted. It works within blogs, or Wordpress pages/posts, or in virtually any form of webpage, email, or newsletter so long as it is pasted into a text area that is HTML friendly. If you're not sure how to enter HTML within your particular Content Management System (CMS), the best way to find out is to run a google search with the name of your web based tool or Content Management System, followed by 'html'.

## How to use an HTML link in your website

The third option for using Tags on websites is to simply embed a link to our Response Page.

For instance, you might say something like: “To leave your feedback, [click here](#)”

On the Tag Download page, click BASIC TAGS, then HTML LINK, and copy the link.

Now, on your site, you can embed this link into a piece of text or an image. This is achieved by writing the link in HTML. In HTML, links are defined with the <a> tag. Here is the simple structure:

```
<a href="url">link text</a>
```

Just replace ‘url’ by pasting the link copied from the Tag Download page (retaining the “ ”). And replace ‘link text’, with whatever you want the displayed text to be (e.g. ‘Click Here!’).

For example:

```
<a href="https://my.inspirometer.com/res/v/response.php?id=6jJ3nKkf&&location=en">Click Here!</a>
```

## How did we do?

Please rate the usefulness of this guide to you  
All it takes is one simple click ...



Your internal support contact is ...

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_