

# 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
- The API key (a 24 character unique code that identifies your site in the LipScore network) which can be found in the *Settings - General - API settings* after logging in on <https://members.lipscore.com/login>
- Information from the customer / LipScore Customer Success Manager on which widgets should be implemented on the website, and possibly the preferred placements

### 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. Important notes:
  - Apart from required data: please make sure to send **GTIN numbers** to LipScore if the customer wants to display LipScore ratings and reviews in **Google Shopping** ads. Also, please send **product category data** to LipScore in addition so that customer can enjoy some of our additional functionalities (e.g., product attributes / true-to-size functionality, blocking invitations for selected product categories, and others)
  - The preferred **order status** that will trigger the transfer of order data from customer's database to LipScore's should be when order is **shipped** to the shopper (e.g., Completed, Fulfilled, Sent, Shipped) – you will be informed about the status chosen by the customer
2. **Add initializer script in head tag of every page of your webshop**

Every page needs to have our javascript/html initializer script inside the head-tag to be able to display LipScore widgets. 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 in the link to our js-file. Notice in the sample that there is an `"/en/"` in the url? Available languages are en, no, se, dk, fi, fr, de, br, cz, it, es
- The API key. This can be found in the *Settings - General - API keys* page.

<b>Sample output</b>	The below code by itself does not actually display anything on your website
----------------------	---

<b>Code structure</b>	<pre> &lt;script type="text/javascript"&gt;   //<![CDATA[   window.lipscorereinit = 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);   })();   //]]&gt; &lt;/script&gt; </pre> </td> </tr> <tr> <td data-bbox="118 205 341 392"><b>Actual code sample</b></td> <td data-bbox="341 205 966 392"> <pre> &lt;script type="text/javascript"&gt;   //<![CDATA[   window.lipscorereinit = 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);   })();   //]]&gt; &lt;/script&gt; </pre> </td> </tr> </table> </div> <div data-bbox="144 431 792 449" data-label="Section-Header"> <h3>3. Open the <a href="#">Widgets library</a> and add all relevant rating/review widgets</h3> </div> <div data-bbox="174 464 918 500" data-label="Text"> <p>It is the website owner / manager / CSM at Lipscore who specifies which widgets are supposed to be implemented. Important note:</p> </div> <div data-bbox="204 517 960 566" data-label="List-Group"> <ul> <li>• Implementing the <b>Rating widget</b> is crucial for <b>Schema.org markup</b> (rich snippets displaying in <b>Google organic</b> search) and for sending information about product ratings and reviews to the <b>Google Shopping</b> XML feed.</li> </ul> </div> <div data-bbox="174 580 889 617" data-label="Text"> <p>For mockups of how they may look on customers' pages, refer to this <a href="#">article about Product widgets</a> and this <a href="#">article about Service widgets</a></p> </div> <div data-bbox="144 634 932 687" data-label="List-Group"> <ol> <li>4. <b>Test the integration</b> following <a href="#">these instructions</a>.</li> <li>5. <b>Send a confirmation email</b> to the customer and CSM that the integration is completed.</li> </ol> </div> <div data-bbox="113 722 946 775" data-label="Text"> <p>If you have any problem whatsoever getting our software to work on your site don't hesitate to contact us at <a href="mailto:support@lipscore.com">support@lipscore.com</a> or reach out to the Customer Success Manager assigned to your webshop.</p> </div> <div data-bbox="113 792 339 811" data-label="Text"> <p>We will be happy to help!</p> </div> <div data-bbox="113 827 248 863" data-label="Text"> <p>Best regards, Lipscore Team</p> </div>]]></pre>
-----------------------	--