

# AVA Credit Widget Integration Summary

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## Overview

This document outlines the comprehensive integration of the AVA credit widget throughout the Sarac Auto Elite website. The AVA widget (ID: abe84ce31305) is now the ONLY call-to-action throughout the entire site.

## Widget ID

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- **Widget ID:** abe84ce31305
- **Documentation:** <https://docs.autocorp.ai/docs/credit/?widgetId=35d4d7064f1a>

## Changes Made

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### 1. Global Script Update (`index.html`)

- Updated the AVA widget script tag with the correct widget ID (abe84ce31305)
- Script is loaded globally in the `<head>` section

### 2. New AVA Widget Components Created

Created 5 reusable widget components for different implementations:

1. **AvaWidgetBanner.tsx** - Fixed top banner (data-type="banner")
2. **AvaWidgetInline.tsx** - Inline widget (data-type="inline")
3. **AvaWidgetHero.tsx** - Hero banner (data-type="banner-hero")
4. **AvaWidgetButton.tsx** - Button style (data-type="button")
5. **AvaWidgetEmbed.tsx** - Embedded form (data-type="embed")

### 3. Removed CTAs and Forms

#### Header Component

- Removed phone button from desktop navigation
- Removed phone button from mobile menu
- Removed all contact CTAs

#### ApplicationForm Component

- Completely replaced with AVA widgets
- Now uses AvaWidgetEmbed and AvaWidgetInline
- Maintains trust indicators (No Hard Credit Check, 100% Confidential, Instant Results)

#### Blog Component

- Replaced “Check Your Pre-Approval” button with AvaWidgetInline
- Removed custom CTA button that triggered modal

#### Footer Component

- Removed “Limited Availability” CTA section
- Removed phone and email contact information

- Replaced with multiple AVA widgets (inline and button styles)
- Kept only service area and hours information

## 4. AVA Widget Placements

### Top Banner (Every Page)

- **Component:** AvaWidgetBanner
- **Location:** Fixed at top of every page (above header)
- **Style:** Banner type with gradient background

### Hero Section

- **Components:** AvaWidgetButton, AvaWidgetHero
- **Location:** In hero left content and at bottom of hero section
- **Purpose:** Primary conversion point

### Sarac Advantage Section

- **Component:** AvaWidgetInline
- **Location:** After advantage cards
- **CTA:** "Experience the Sarac Advantage"

### How It Works Section

- **Component:** AvaWidgetButton
- **Location:** After the 3-step process
- **CTA:** "Ready to Start Your Journey?"

### Client Wins Section

- **Component:** AvaWidgetInline
- **Location:** After testimonials
- **CTA:** "Your Success Story Starts Here"

### Blog Section

- **Component:** AvaWidgetInline
- **Location:** CTA section after blog posts
- **Purpose:** Convert readers to leads

### Application Form Section

- **Components:** AvaWidgetEmbed, AvaWidgetInline
- **Location:** Main application area
- **Purpose:** Primary credit check form

### Footer (Every Page)

- **Components:** AvaWidgetInline, AvaWidgetButton (2 instances)
- **Location:**
  1. Top of footer - full-width CTA section
  2. In service area column
- **Purpose:** Final conversion opportunities

### 404 Not Found Page

- **Component:** AvaWidgetButton
- **Location:** In a styled card on 404 page
- **Purpose:** Convert even error page visitors

## Widget Style Distribution

The integration uses varied widget styles for visual diversity:

- **Banner** (1): Top fixed banner
- **Banner Hero** (1): Hero section
- **Inline** (6): Sarac Advantage, Client Wins, Blog CTA, Application Form, Footer top
- **Button** (5): Hero, How It Works, Footer, 404 page
- **Embed** (1): Application Form main widget

**Total Widget Instances: 14 placements across the site**

## Technical Implementation

### Widget Initialization

All widgets use the format:

```
<div class="AskAva-cta" data-product="creditTool" data-type="[widget-type]"></div>
```

### Widget Types Used

- `banner` - Top banner
- `banner-hero` - Hero section banner
- `inline` - Full-width inline forms
- `button` - Button CTAs
- `embed` - Embedded forms

### Styling

- Widgets are wrapped in styled containers matching the site design
- Proper spacing and animations applied
- Responsive design maintained

## User Experience

### Every Page Now Features:

1.  Fixed top banner (always visible)
2.  Multiple strategic widget placements
3.  Footer widgets (always visible at bottom)
4.  NO traditional contact forms or phone CTAs
5.  AVA widget is the ONLY conversion path

### Key Benefits:

- Single, focused conversion path (AVA credit widget)
- Multiple touchpoints throughout user journey
- No distractions from phone numbers or contact forms
- Consistent branding and messaging
- Soft credit check promotes confidence

## Pages Updated

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1.  Index/Home page - Complete integration
2.  404 Not Found page - Widget added

## Components Modified

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1.  Header.tsx
2.  Hero.tsx
3.  SaracAdvantage.tsx
4.  HowItWorks.tsx
5.  ClientWins.tsx
6.  Blog.tsx
7.  ApplicationForm.tsx
8.  Footer.tsx
9.  Index.tsx
10.  NotFound.tsx

## Files Created

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1.  AvaWidgetBanner.tsx
2.  AvaWidgetButton.tsx
3.  AvaWidgetEmbed.tsx
4.  AvaWidgetHero.tsx
5.  AvaWidgetInline.tsx

## Verification Checklist

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- [x] Widget ID updated to abe84ce31305
- [x] Top banner on every page
- [x] Footer widgets on every page
- [x] Hero section has widgets
- [x] All service sections have widgets
- [x] ApplicationForm replaced with widgets
- [x] All phone/email CTAs removed
- [x] Blog CTA replaced with widget
- [x] Footer contact forms removed
- [x] 404 page has widget
- [x] Multiple widget styles used for variety
- [x] Responsive design maintained

## Next Steps

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1. Test the site to ensure all widgets load correctly
2. Verify widget functionality across different devices
3. Monitor conversion rates

4. A/B test different widget placements if needed

## Notes

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- The AVA widget script is loaded once globally in index.html
- All widget components are reusable and can be easily placed anywhere
- Widget styling can be customized via the className prop
- The integration maintains all existing site functionality while adding the credit widget