

Bazaarvoice

Demandware LINK Cartridge Implementation Guide v16.1.0

David Gee
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Overview

Bazaarvoice maintains a pre-built integration into the Demandware platform. This pre-built integration is delivered in the form of a Demandware LINK cartridge.

The cartridge is supplied “as-is” and is intended to function as a starter kit for clients to implement Bazaarvoice. It includes support for commonly required integration points, but does not include pre-built functionality for the exhaustive list of Bazaarvoice features. This cartridge may need to be customized by the client in order to implement functionality not included in the cartridge.

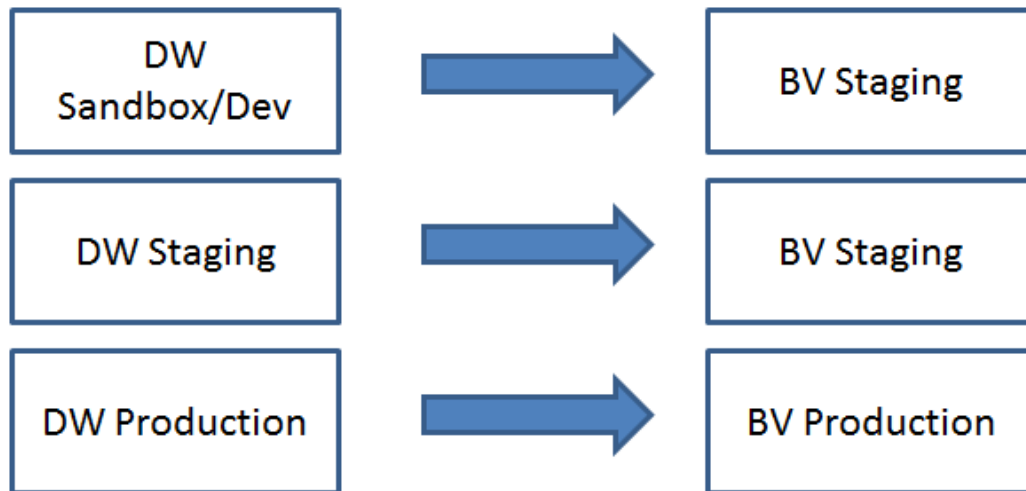
Before you begin

You should consider the following topics before implementing the Bazaarvoice LINK cartridge:

- Mapping Demandware environments (development/staging/production) to Bazaarvoice environments (staging/production)
- Mapping Demandware Sites to Bazaarvoice Instances.

Mapping Demandware Instance Types to Bazaarvoice Environments

The following diagram illustrates how Demandware and Bazaarvoice environments map.

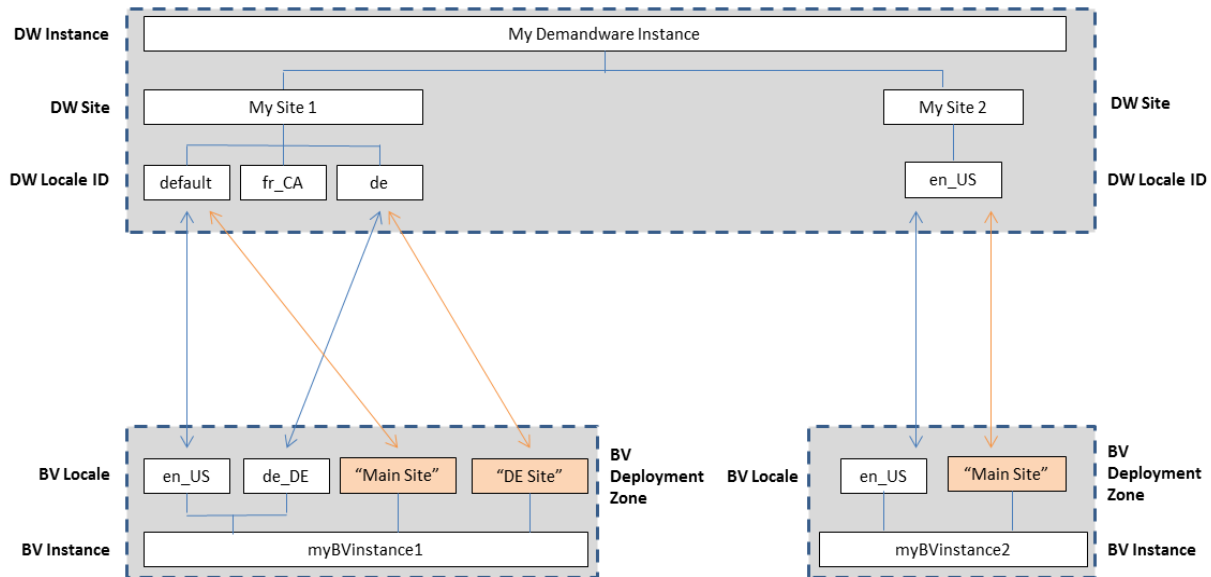


Mapping Demandware Sites and Locales to Bazaarvoice Instances and Locales

The Bazaarvoice Demandware LINK cartridge is architected in the following way:

- Each Demandware Site requires a separate Bazaarvoice instance with which to integrate
- Each Bazaarvoice Instance can support n Locales and n Deployment Zones
- Locales within a given Demandware Site can be mapped to a Locale + Deployment Zone combination within a particular Bazaarvoice instance
- Bazaarvoice supports only [language]_[country] locale values (e.g. en_US, fr_FR, etc.). Demandware supports both [language] (e.g. de) as well as [language]_[country] locale values (e.g. en_US, fr_FR, etc.). You can map a language-only Demandware Locale to a language-country combination for Bazaarvoice (e.g. de maps to de_DE).

The following diagram illustrates this concept:



Multi-site Integrations

If a Demandware client wants to integrate Bazaarvoice into multiple Demandware Sites within a single Demandware instance, the following considerations should be made:

- There must exist a separate Bazaarvoice instance for each Demandware Site.
- Custom Site Preferences must be configured separately for each Demandware Site.
- The Bazaarvoice LINK Cartridge must be associated with each desired Demandware Site.
- Scheduled jobs only need to be created once, but must be associated with each Demandware Site. See the following illustration.

Schedules > ExportProductCatalog - Sites

General Sites Resources Notification Parameters

ExportProductCatalog - Sites

The list below contains all sites you may assign to your schedule.
To configure a job schedule for a list of sites, select all of the corresponding check boxes and press 'Apply'.

Select All	Name	ID	Type
<input type="checkbox"/>	Sites-Site	Sites-Site	Business Manager
<input checked="" type="checkbox"/>	SiteGenesis	SiteGenesis	Storefront
<input checked="" type="checkbox"/>	SiteGenesis French	SiteGenesis_fr	Storefront

Apply

<< Back to List

Task Sequence

The following is the typical sequence of tasks.

- Determine how your Demandware environment should map to Bazaarvoice (see section above); determine how many Bazaarvoice instances are required and which locales should be enabled for each Bazaarvoice instance
- Request Bazaarvoice Hosted Services be enabled, and retrieve required settings from Bazaarvoice
- Request a copy of the Bazaarvoice Demandware LINK cartridge
- Install the cartridge
- Register the cartridge with appropriate Demandware Sites
- Configure Custom Site Preferences (“Bazaarvoice Settings”)
- Create scheduled jobs
 - Product Feed Export
 - Purchase Feed Export (if applicable)
- Update product page templates
- Update category page templates (if applicable)
- Run product feed export process
- Contact BV to generate test content in staging
- Test

Requesting Bazaarvoice to Provision Hosted Services

Use of the Bazaarvoice Demandware LINK cartridge by itself does not grant nor enable use of the Bazaarvoice offerings (e.g. Ratings & Reviews, etc.). Bazaarvoice must separately enable the hosted Bazaarvoice SAAS services for the offerings to be available on the Demandware platform. This may require a separate agreement with Bazaarvoice.

Complete the following steps:

1. Contact a Bazaarvoice representative with the following information (for each Demandware Site) to provision Bazaarvoice hosted services:
 - a. Number of Bazaarvoice instances required
 - b. Suggested Client/Brand Name (for each instance)
 - c. Domain (for each instance)
 - d. Locale(s) required (for each instance)
2. Request login credentials (Client Name and FTP password) for each BV instance.

Getting a Copy of the LINK Cartridge

Contact Bazaarvoice for the latest LINK cartridge. Though the Demandware LINK marketplace lists the cartridge, by sourcing the cartridge through Bazaarvoice, Bazaarvoice can track the usage of the cartridge and issue fixes to clients using potentially affected version of the cartridge.

Installing the LINK Cartridge

Complete the following steps to install the cartridge.

Initial Install

See the Demandware documentation for adding a cartridge to your storefront:

<https://documentation.demandware.com/DOC1/index.jsp?topic=/com.demandware.dochelp/SiteDevelopment/Addinganexistingcartridge toyourstorefront.html>

Note: You must also register the cartridge with the Business Manager site in order to run the Bazaarvoice jobs. Navigate to **Administration > Sites > Manage Sites > Business Manager > Settings tab**.

Registering the Cartridge with individual Demandware Sites

1. Navigate to **Administration > Sites > Manage Sites > [SiteName] > Settings tab**.
2. Add “:int_bazaarvoice” to the effective cartridge path.
3. Click “Apply”.

Importing Metadata

Complete the following steps to import the Bazaarvoice metadata.

1. Navigate to **Administration > Site Development > Import & Export**
2. In the **Import & Export Files** section,
 - a. Select **Upload**.
 - b. Browse to the file “metadata/bazaarvoice_metadata_16_1.xml”, and click **Upload**.
3. Click **Back** to get back to the **Import & Export** screen.
4. Click **Import** in the Meta Data section.
5. The bv metadata file is displayed in the list.
6. Select the option button for the bv metadata file.
7. Click **Import**.

After import, these system definition attributes and custom definition attributes should appear in the system.

System object definitions

- Order:
 - bvSentInPPEFeed - Whether or not the order was already sent in Bazaarvoice PPE feed

Site preferences

- Bazaarvoice Settings – Bazaarvoice Settings
 - bvEnvironment_C2013
 - bvCustomerName_C2013
 - bvDeploymentZone_C2013
 - bvLocaleMapping_C2013
 - bvEnableRR_C2013
 - bvRRShowReviewsTabJavascript_C2013
 - bvEnableInlineRatings_C2013
 - bvEnableAA_C2013
 - bvAAShowReviewsTabJavascriptPDP_C2013
 - bv_EnableROIBeacon_C2013
 - bvEnableCloudSEO_C2013
 - bvCloudSEOKey_C2013
 - bvEnableProductFeed_C2013
 - bvProductImageType_C2013
 - bvEnablePurchaseFeed_C2013
 - bvOrderImageType_C2013
 - bvPurchaseFeedTriggeringEvent_C2013
 - bvAdminEmail_C2013

General Bazaarvoice Setup

A set of general steps must be completed regardless of which Bazaarvoice feature (e.g. Ratings & Reviews, Question & Answer) is being implemented.

Configuring Custom Site Preferences for Client Name

Complete the following steps.

1. Navigate to **Site** > (select desired Demandware Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Select the appropriate Bazaarvoice **Environment** value (**Staging** or **Production**).
4. Set the following using the values as provided by your Bazaarvoice representative:
 - a. **Client Name**
5. Click **Apply**.

Importing HTTP and SFTP services

Complete the following steps.

1. Navigate to **Administration** > **Operations** > **Import & Export**
2. In the **Import & Export Files** section,
 - a. Select **Upload**.
 - b. Browse to the file “metadata/bazaarvoice_services_16_1.xml”, and click **Upload**.
3. Click **Back** to get back to the **Import & Export** screen.
4. Click **Import** in the **Services** section.
5. The bv services import file is displayed in the list.
6. Select the option button for the bv services file and click **Next**.
7. Click **Next**, then click **Import**.
8. Navigate to **Administration** > **Operations** > **Services**
 - a. Click on the **Credentials** tab
 - b. Click **bazaarvoice.sftp** and set the following values
 - i. URL:
 1. For sandbox environments: “sftp-stg.bazaarvoice.com”
 2. For staging and production: “sftp.bazaarvoice.com”
 - ii. User:
 1. **Client Name** supplied by your Bazaarvoice representative
 - iii. Password:
 1. **FTP Password** supplied by your Bazaarvoice representative
 - c. Click **Apply** to save the credentials.

Import Workflow Components

If you are using the integration framework to schedule and run jobs, then complete the following

steps to import workflow components.

1. Navigate to **Merchant Tools > Custom Objects > Import & Export**
2. In the **Import & Export Files** section,
 - a. Select **Upload**.
 - b. Browse to the file “metadata/bazaarvoice_workflowcomponents_16_1.xml”, and click **Upload**.
3. Click **Back** to get back to the Import & Export screen.
4. Click **Imports** in the **Custom Objects (XML)** section.
5. The bv services import file is displayed in the list.
6. Select the option button for the bv services file and click **Next**.
7. Click **Next**, then click **Import**.

Configuring Locale Mappings and Deployment Zone

Complete the following steps:

1. Determine the list of Demandware Locale IDs that should be integrated with Bazaarvoice.
 - a. In the Demandware Business Manager, click **Sites > [select desire Site] > Site Preferences > Locales**.
 - b. Note the desired Demandware Locale IDs:

Sandbox - Instance
Site Genesis

Merchant Tools

Administration

Storefront

Merchant Tools > Site Preferences > Locales

Locales

In the list below you can see all active system locales. Use the checkboxes to define which of those active locales are allowed in storefront requests of this particular instance. One of the allowed locales must be marked as the default site locale, and it is used if no locale is passed with a storefront request.

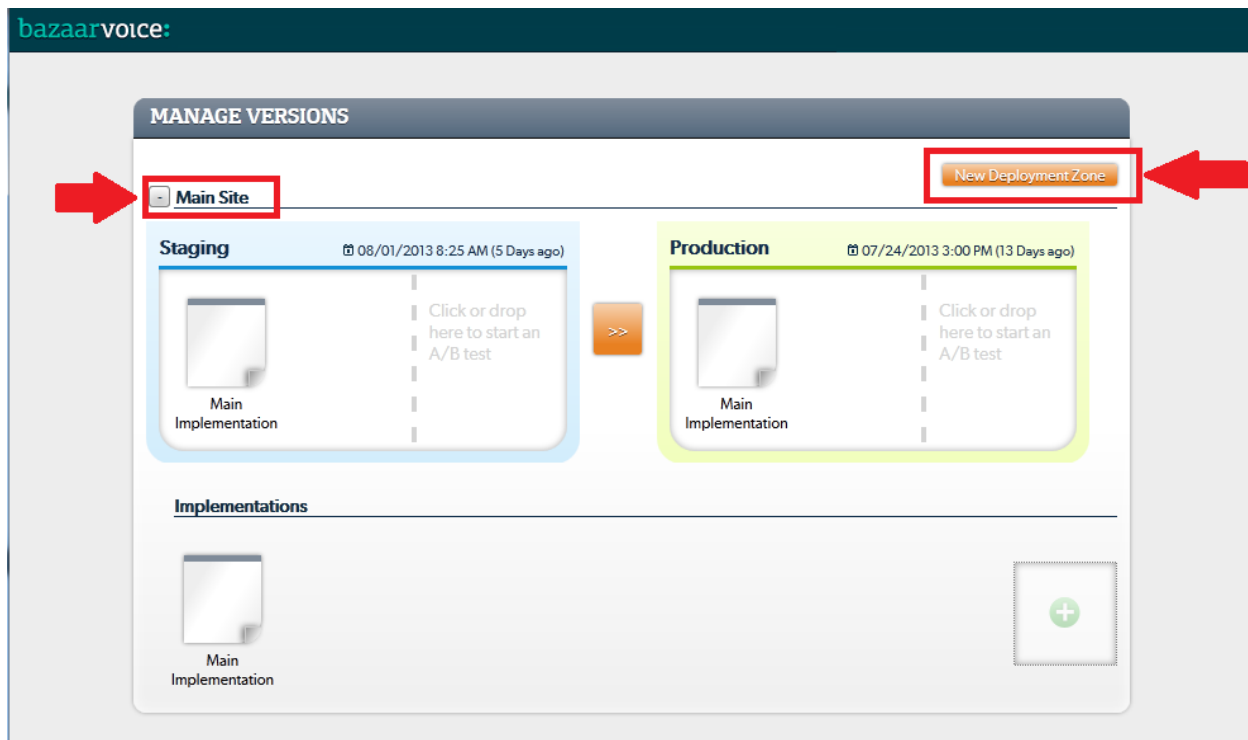
If a name of a locale in the list below is followed by "- Inactive", this locale is still in the list of allowed site locales, but has been deactivated in the meantime. Therefore, the locale is no longer a valid storefront locale and should be removed from the list of allowed locales.

Select All	Locale ID	Name	Default
<input checked="" type="checkbox"/>	default	Default	<input checked="" type="radio"/>
<input type="checkbox"/>	nl	Dutch	<input type="radio"/>
<input checked="" type="checkbox"/>	en	English	<input type="radio"/>
<input type="checkbox"/>	en_CA	English (Canada)	<input type="radio"/>
<input checked="" type="checkbox"/>	en_US	English (United States)	<input type="radio"/>
<input type="checkbox"/>	fr	French	<input type="radio"/>
<input checked="" type="checkbox"/>	fr_CA	French (Canada)	<input type="radio"/>
<input checked="" type="checkbox"/>	de	German	<input type="radio"/>
<input type="checkbox"/>	de_DE	German (Germany)	<input type="radio"/>
<input type="checkbox"/>	es	Spanish	<input type="radio"/>
<input type="checkbox"/>	es_US	Spanish (United States)	<input type="radio"/>

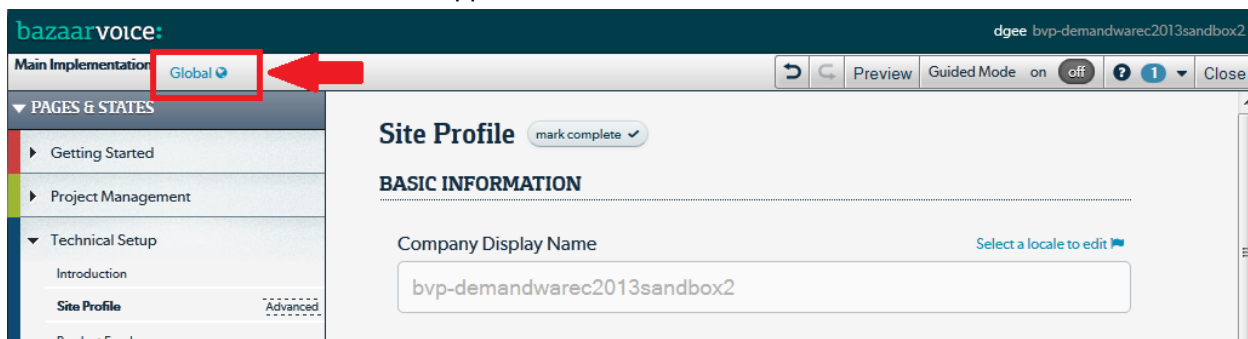
Apply
Reset

<< Back

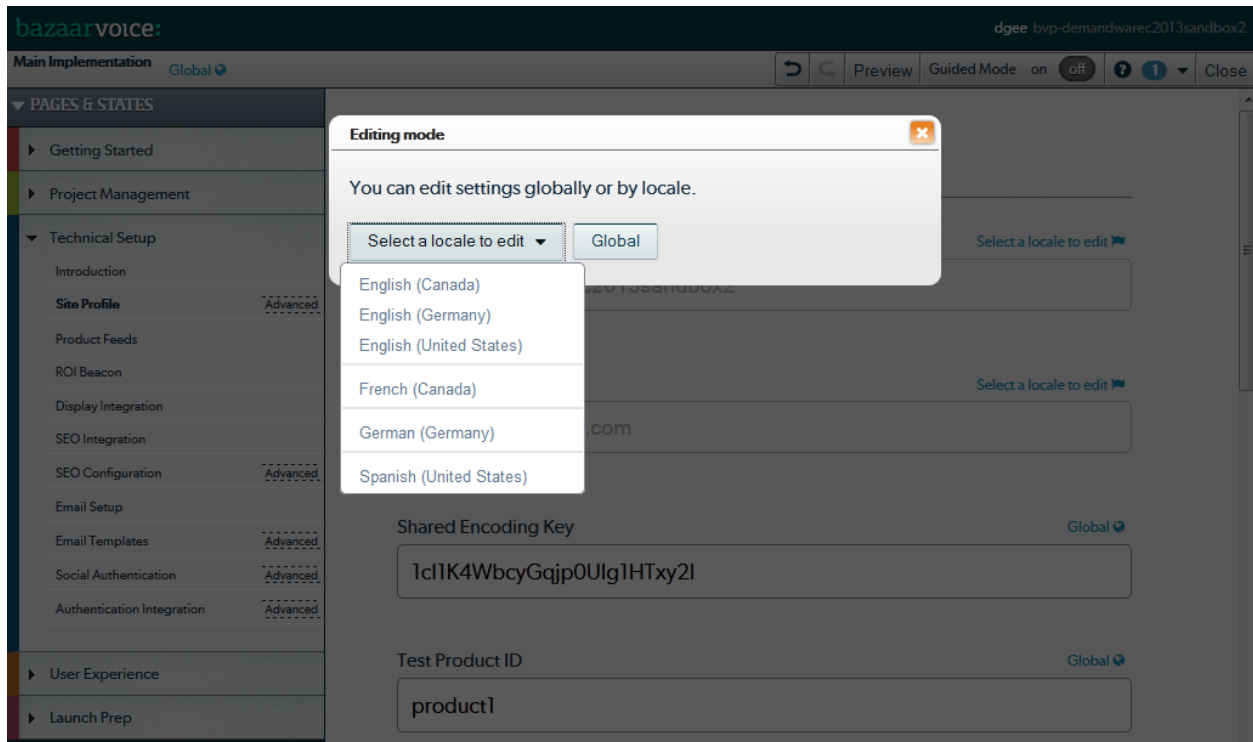
2. Determine the **Deployment Zone** and **Locales** enabled in the Bazaarvoice platform:
 - a. Login to <http://login.bazaarvoice.com>.
 - b. Click **Settings > Manage Applications**.
 - c. Note your **Deployment Zone** name. The default Bazaarvoice Deployment Zone is named "**Main Site**". Alternatively, you can create a new Deployment Zone by clicking **New Deployment Zone**. You can have more than one Deployment Zone.



- d. Complete the following steps to identify the list of enabled locales.
- e. Select your desired Implementation.
- f. Select **Global** in the upper menu bar.



- g. Click **Select a locale to edit**. The pull down list will display the enabled locales.

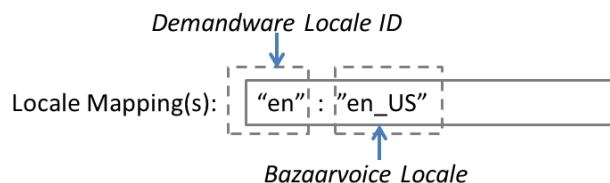


h. Contact your Bazaarvoice representative if you need additional locales enabled.

3. Determine your mappings. Example:

Demandware Locale ID	Bazaarvoice Locale	Comment
default	en_US	The “default” DW Locale can be mapped
en	(not mapped)	A DW Locale ID can be left unmapped
en_US	en_US	A BV Locale can be included in more than one mapping
fr_CA	fr_CA	Typical mapping
De	de_DE	Language-only (de) DW Locales must be mapped to a Language-Country (de_DE) BV Locales

4. Navigate to **Site** > (select desired Demandware Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**.
5. Enter your **Deployment Zone**.
6. Configure a **Locale Mapping** for each desired mapping (click **Add Another Value** to create additional mappings) using the following format:



7. Click **Apply**.

Follow the remainder of the documentation to configure the remaining custom site preferences.

Bazaarvoice SEO

Complete the following steps to enable the Bazaarvoice SEO solution. The Demandware LINK cartridge utilizes the Cloud SEO method.

A Cloud SEO Key is required to implement the Bazaarvoice SEO solution. Complete the following to locate the key:

1. A Cloud SEO Key is required to implement the Bazaarvoice SEO solution. Complete the following to locate the key:
 - a. Login to <http://login.bazaarvoice.com>.
 - b. Click **Settings > Manage Applications**.
 - c. Select your desired implementation.
 - d. Click **Settings > SEO** in the left navigation panel.
 - e. Ensure that **Root Folder** is set to “**{deploymentzone}-{locale}**”.
 - f. Note the **Cloud Key** value.
 - g. Make sure **Schema.org/Product type** is Disabled

The screenshot shows the Bazaarvoice configuration interface. The top header is dark blue with the 'bazaarvoice' logo on the left and 'bvp-c' on the right. Below the header is a light blue bar with 'Main Implementation' on the left and 'No changes to save' with a green checkmark on the right. A left sidebar contains a menu with categories: USER EXPERIENCE (Style Detector, Content Display, Display Options, Submission Form Editor, Copy Editor, Badge Editor), SETTINGS (User Authentication, Email Configuration, Email Templates), SEO (highlighted in blue, with Web Analytics below it), and RESOURCES (Launch Prep, Post-Launch Checklist, Additional Links). The main content area is white and contains three sections: 'Root folder' with a text input field containing '{deploymentzone}-{locale}' and a 'Global' label; 'SEO-friendly pagination' with radio buttons for 'Enabled' (selected) and 'Disabled', and a note about multiple-page SEO; and 'Cloud key' with a text input field containing a long alphanumeric string and a 'Global' label. Below the cloud key is a note about the requirement for a cloud key. At the bottom is the 'Schema.org/Product type' section with radio buttons for 'Enabled' and 'Disabled' (selected).

2. Configure the custom site preferences:
 - a. Navigate to **Site > (select desired Demandware Site) > Site Preferences > Custom Preferences > Bazaarvoice Settings**
 - b. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
 - c. Check the **Enable Cloud SEO** checkbox.
 - d. Enter your **Cloud SEO Key** value.

- e. Click **Apply**.
3. Update your Demandware product page templates (see the section “*Updating Demandware Product Page templates*”).
4. You must also add some Demandware script to the **product.isml** template, so that your cloud SEO solution works properly. Add the following line of code after the end of the <isscript> block within **product.isml**.

```
<isinclude template="bv/display/productdetailparameters" />
```

```

1 <iscontent type="text/html" charset="UTF-8" compact="true"/>
2 <!--comment-->
3     Renders product detail page both quickview and normal view.
4     If the product is a product set or bundle, then it also includes subproduct template to
5     render sub product details.
6 </iscomment-->
7
8 <!--script-->
9     importScript('product/GetProductDetailUrl.ds');
10    var productDetailUrl = GetProductDetailUrl(pdct);
11    var source = pdct.CurrentHttpParameterMap.source.stringValue;
12    var format = pdct.CurrentHttpParameterMap.format.stringValue;
13    var DecoratorTemplate = 'product/pt_productdetails';
14    if (format == 'ajax' || source == 'search' || source == 'quickview' || source == 'giftregistry' || source == 'wishlist') {
15        DecoratorTemplate = 'util/pt_empty';
16    }
17 </isscript-->
18
19 <isinclude template="bv/display/productdetailparameters" />
20
21 <isdecorate template="${DecoratorTemplate}">
22     <isinclude url="${productDetailUrl}" />
23 </isdecorate>
24

```

Product Catalog Feed Export

The following sections describe the steps the product catalog feed export process.

- Set Custom Site Preferences for the product catalog feed export
- Create a Scheduled Job

Product Catalog Feed Export Custom Site Preferences

Complete the following steps to configure the Product Feed Export Custom Site Preferences.

1. Navigate to **Site > (select desired Demandware Site) > Site Preferences > Custom Preferences > Bazaarvoice Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Check the **Enable Product Feed** checkbox.
4. Enter **Product Feed Image Type**. Typical values are “large”, “medium”, and “small”. The value must match an existing image size type defined in

- Demandware.
5. Click **Apply**.



FTP Hostname Override for C7 Clients

By default, the Demandware cartridge attempts to upload feeds to sftp.bazaarvoice.com (production) and sftp-stg.bazaarvoice.com (staging).

Bazaarvoice clients provisioned on custer #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section “Advanced Topics” for details.

Setup Schedule Job to Export Product Catalog Feed

A scheduled job must be created to export the product catalog feed on a recurring daily basis.

1. If you are using the integration framework:
 - a. Navigate to **Administration > Workflow Schedules**
 - b. Click **New**.
 - c. Set the appropriate configurations:
 - i. ID: BazaarvoiceProductFeed
 - ii. Name: Bazaarvoice Product Feed
 - iii. Enabled: true
 - iv. Select the appropriate Sites
 - v. Select the log levels
 - vi. Select Recurring schedule, and set to run daily
 - vii. Enable notifications if needed.
 - d. Click **New Component**.
 - i. Enter a display name
 - ii. Select **Type**: Bazaarvoice-ProductFeed
 - iii. Click **Apply**.
 - e. Click **Run (que and start)** to run/schedule the job.
2. If you are not using the integration framework:
 - a. Navigate to **Administration > Operations > JobSchedules**.
 - b. Click **New**.
 - c. On the **General** tab, enter the following:
 - i. **Name**: ExportProductFeed
 - ii. Select the **Enabled** checkbox.
 - iii. **Execution Scope**: Sites
 - iv. **Pipeline**: BazaarvoiceData
 - v. **Start Node**: ExportProductCatalog
 - vi. Select **Recurring Interval** and set schedule to daily.
 - d. On the **Sites** tab, select the desired Site(s).
 - e. (For Site Genesis 2 only) On the **Resources** tab, select the Product and

- Catalog resources.
- f. On the **Notification** tab,
 - i. Select the **Enabled** check box.
 - ii. For **Threshold**, select the **ERROR** and **HANG** check boxes
 - iii. In the (email) **To:** field, enter the email address(es) for the appropriate client representatives.
 - g. Click **Apply**.

ROI beacon

Complete the following steps to enable the ROI beacon. The Demandware LINK cartridge implements the beacon version intended for online transaction orders.

Configure ROI Beacon Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired Demandware Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Check the **Enable ROI beacon** checkbox.
4. Click **Apply**.

Adding ROI Beacon to the Order Confirmation Page Template

For all versions of the LINK cartridge, add the following code to the template “**pt_orderconfirmation.isml**”, before the closing `</body>` tag:

```

</div>

<isinclude template="components/footer/footer"/>
<isinclude template="checkout/pt_orderconfirmation_VARS"/>
<iscomment>Bazaarvoice ROI Beacon</iscomment>
<isinclude template="bv/roibeacon/tracktransaction" />
</div>
</body>
</html>
<isinclude template="bv/roibeacon/tracktransaction"/>

```

Purchase Feed Export

The following sections describe the steps the purchase feed export process.

- Set Custom Site Preferences for Purchase Feed Export
- Create a Scheduled Job

Note: purchase data received by Bazaarvoice via the ROI beacon feature can replace the need to enable the purchase feed export. Contact Bazaarvoice for more details.

Purchase Feed Export Custom Site Preference

Complete the following steps to configure the Purchase Feed Export Custom Site Preferences.

1. Navigate to **Site > (select desired Demandware Site) > Site Preferences > Custom Preferences > Bazaarvoice Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. Check the **Enable Purchase Feed** checkbox.
 - b. **Purchase Feed Triggering Event**, select Purchase or Shipping.
 - c. Enter **Purchase Feed Image Type**. Typical values are “large”, “medium”, and “small”. The value must match an existing image size type defined in Demandware.
4. Click **Apply**.



FTP Hostname Override for C7 Clients

By default, the Demandware cartridge attempts to upload feeds to sftp.bazaarvoice.com (production) and sftp-stg.bazaarvoice.com (staging).

Bazaarvoice clients provisioned on custer #7 (i.e. c7) must configure an override to connect to C7 SFTP servers. See the section “Advanced Topics” for details.

Setup Schedule Job to Export Purchase Feed

A scheduled job must be created to export the purchase feed on a recurring daily basis.

1. If you are using the integration framework:
 - a. Navigate to **Administration > Workflow Schedules**
 - b. Click **New**.
 - c. Set the appropriate configurations:
 - i. ID: BazaarvoicePurchaseFeed
 - ii. Name: Bazaarvoice Purchase Feed
 - iii. Enabled: true
 - iv. Select the appropriate Sites
 - v. Select the log levels
 - vi. Select Recurring schedule, and set to run daily
 - vii. Enable notifications if needed.
 - d. Click **New Component**.
 - i. Enter a display name
 - ii. Select **Type**: Bazaarvoice-PurchaseFeed

- iii. Click **Apply**.
 - e. Click **Run (que and start)** to run/schedule the job.
- 2. If you are not using the integration framework:
 - a. Navigate to **Administration > Operations > JobSchedules**.
 - b. Click **New**.
 - c. On the **General** tab, enter the following:
 - i. **Name**: ExportPurchaseData
 - ii. Select the **Enabled** checkbox.
 - iii. **Execution Scope**: Sites
 - iv. **Pipeline**: BazaarvoiceData
 - v. **Start Node**: ExportPurchaseData
 - vi. Select **Recurring Interval** and set schedule to daily.
 - d. On the **Sites** tab, select the desired Site(s).
 - e. On the **Notification** tab (or on the **Resources** tab for Site Genesis 2),
 - i. Select the **Enabled** check box.
 - ii. For **Threshold**, select the **ERROR** and **HANG** check boxes.
 - iii. In the (email) **To:** field, enter the email address(es) for the appropriate client representatives.
 - f. Click **Apply**.

Ratings & Reviews Display

This section describes the steps required to setup the display of Ratings & Reviews.

Note:

Complete General Setup First!

Complete the steps detailed in the “**General Bazaarvoice Setup**” section of this document before completing this section.

Adding Ratings & Reviews to the Product Page

The following sections describe the steps to implement R&R on the product page.

Configuring Ratings & Review Site Preferences

Complete the following steps.

- 5. Navigate to **Site >** (select desired Demandware Site) **> Site Preferences > Custom Preferences > Bazaarvoice Settings**
- 6. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
- 7. Check the **Enable Ratings & Reviews** checkbox.
- 8. Click **Apply**.

Note: you must also complete the steps in section “*Mapping Demandware Locales to Bazaarvoice Deployment Zones and Locales*”

Updating Demandware Product Page Templates

To integrate the R&R display templates, add the following `<isinclude>` elements to the various templates that comprise the product information page.

- Header Includes
- Ratings Summary Include
- Reviews Include

Ratings Header Include

Place this `<isinclude>` element in the product ISML template file that contains your HTML head. If your store is based on SiteGenesis, add this element to **pt_productdetails.isml** immediately before the close of the head tag.

```
<isinclude template="bv/display/headerincludes"/>

<head>

    <isscript>var pageContext={title:(pdict.Product.name || 'Product Detail'), type:'product',
    <isinclude template="components/header/htmlhead"/>

    <isinclude template="product/pt_productdetails_UI"/>

    <link rel="canonical" href="{URLUtils.url('Product-Show','pid', pdict.Product.ID) }"/>
    <isinclude template="bv/display/headerincludes"/>
</head>
<body>
```

Ratings Summary Include

Place the following `<isinclude>` element in the product information ISML template in which you want to display the ratings summary block. If your store is based on SiteGenesis, add this element to **productcontent.isml**, replacing the existing include for **product/components/reviewsmini**.

```
<isinclude template="bv/display/rr/reviewsummary"/>
```

```

20 </iscript>
21<!--
22     primary details
23     =====
24 </iscomment>
25
26 <h2 class="visually-hidden">Details</h2>
27 <span class="visually-hidden" itemprop="url">${URLUtils.http('Product-Show','pid', pdict.Product.ID)}</span>
28
29<div class="product-number">
30     <iscomment>Put master ID on a data-attribute to be used by CQuotient</iscomment>
31     ${Resource.msg('product.item','product',null)} <span itemprop="productID" data-masterid="${masterId}"><isprint value="${ pdict.available ? }
32 </div>
33
34<iscomment>
35     reviews
36     =====
37 </iscomment>
38
39<isif condition="${!isQuickView}">
40     <isinclude template="bv/display/rr/reviewsummary"/>
41 </isif>
42
43<iscomment>
44     view detail link for quick view
45     =====
46 </iscomment>
47
48<isif condition="${isQuickView}">
49     <!-- shown only in quick view -->
50     <a href="${URLUtils.url('Product-Show','pid', pdict.Product.ID)}" title="${pdict.Product.name}">${Resource.msg('product.viewdetails','product
51 </isif>
52
53 <islet name="pam" value="${pdict.Product.getAttributeModel()}" scope="page"/>
54 <islet name="group" value="${pam.getAttributeGroup('mainAttributes')}" scope="page"/>
55 <isinclude template="product/components/group"/>

```

Reviews Include

Place the following `<isinclude>` element in the product information ISML template in which you want to display the actual reviews. If your store is based on SiteGenesis, add this element to **producttopcontent.isml**, replacing the existing include for **product/components/reviews**. The `<div>` tag id needs to match with the link location on tab, which is “tab4” in Site Genesis.

```
<isinclude template="bv/display/rr/reviews"/>
```

```

<isif condition="${AttributeGroup.ID != 'mainAttributes'}">
    <islet name="group" value="${AttributeGroup}" scope="page"/>
    <h3><isprint value="${group.getDisplayName()}"></h3>
    <isinclude template="product/components/group"/>
</isif>
</isloop>
</div>
</div>
</isif>
<div class="tab reviews">
    <input type="radio" name="css-tabs" id="tab-5" class="tab-switch">
    <label for="tab-5" class="tab-label">${Resource.msg('product.tab.reviews','product', null)}</label>
    <div class="tab-content"><isinclude template="bv/display/rr/reviews"/></div>
</div>
<div class="tab questions">
    <input type="radio" name="css-tabs" id="tab-6" class="tab-switch">
    <label for="tab-6" class="tab-label">${Resource.msg('product.tab.questions','product', null)}</label>
    <div class="tab-content"><isinclude template="bv/display/qa/questions"/></div>
</div>
</div>
</isif>

```

You must also add a class of “**reviews**” to the tab div, in order for the tab selection javascript to function:

```

        <isif condition="{AttributeGroup.ID != 'mainAttributes'}">
            <isset name="group" value="{AttributeGroup}" scope="page"/>
            <h3><isprint value="{group.getDisplayName()}" /></h3>
            <isinclude template="product/components/group"/>
        </isif>
    </isloop>
</div>
</div>
</isif>
<div class="tab reviews">
    <input type="radio" name="css-tabs" id="tab-5" class="tab-switch">
    <label for="tab-5" class="tab-label">${Resource.msg('product.tab.reviews', 'product', null)}</label>
    <div class="tab-content"><isinclude template="bv/display/rr/reviews"/></div>
</div>
<div class="tab questions">
    <input type="radio" name="css-tabs" id="tab-6" class="tab-switch">
    <label for="tab-6" class="tab-label">${Resource.msg('product.tab.questions', 'product', null)}</label>
    <div class="tab-content"><isinclude template="bv/display/qa/questions"/></div>
</div>
</div>
</div>
</isif>

```

Putting Review content behind a Tab

When review content is behind a tab, you must properly include JavaScript in a custom site preference.

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Site Preferences > Bazaarvoice Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Add the following code to the **Show Reviews Tab Javascript function (product page)**
`jQuery('.tab.reviews .tab-switch').click();`
4. Click **Apply**.

which purchases to include in the purchase feed.

Show Reviews Tab Javascript function (product page)

`jQuery('.tab.reviews .tab-switch').click();`

This preference value is expected to be a valid client-side javascript. In the event that Bazaarvoice reviews are displayed behind a tab, this javascript will be used by Bazaarvoice to open the tab in the event that the "Read all reviews" link is clicked by an end user.

Adding Inline Ratings to Category and/or Search Results Pages

The following sections describe the steps to implement Inline Ratings.

- Configure Custom Site Preferences
- Update Category page and Search Results page templates

Configure Inline Ratings Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired Demandware Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Check the **Enable Inline Ratings (JS-based)** checkbox.
4. Click **Apply**.

Updating Demandware Category and/or Search Results Templates

Ratings Header Include

Place this `<isinclude>` element in the product ISML template file that contains your HTML head for the search result and category pages. If your store is based on SiteGenesis, add this element to **pt_productsearchresult.isml** immediately before the close of the head tag.

```
<isinclude template="bv/display/headerincludes"/>
18     <isif condition="{(pdict.CurrentHttpParameterMap.cgid.submitted && pdict.Curr
19         <link rel="canonical" href="{URLUtils.url('Search-Show','cgid', pdict.Cur
20     </isif>
21
22     <iscomment>Add template-specific header information here.</iscomment>
23     <isinclude template="bv/display/headerincludes" />
24 </head>
25 <body>
26
27     <div id="wrapper" class="pt_product-search-result">
28
```

Place the following `<isinclude>` element in any pages in which you want the inline ratings (e.g. overall ratings, number of reviews, overall star rating image) to appear next to a product, such as a search page or a category page that lists your products. If your store is based on SiteGenesis, add this element to **producttile.isml**, replacing the existing include for **product/components/reviewsmini**.

```
<isinclude template="bv/display/rr/inlineratings-hosted"/>
```

```

191
192 <iscomment>Promotion</iscomment>
193 <iscomment>+++++</iscomment>
194 <isif condition="$showpromotion">
195   <div class="product-promo">
196     <isset name="promos" value="$dv.campaign.PromotionMgr.activeCustomerPromotions.getProductPromotions(Product)" scope="page">
197       <isif condition="$!empty(promos)">
198         <isloop items="$promos" alias="promo" status="promoloopstate">
199           <div class="promotional-message">
200             <isprint value="$promo.calloutMsg" encoding="off"/>
201           </div>
202         </isloop>
203       </isif>
204     </div>
205   </isif>
206
207 <iscomment>Rating</iscomment>
208 <iscomment>+++++</iscomment>
209 <isif condition="$showrating && !Product.productSet">
210   <isinclude template="bv/display/rr/inlinerratings-hosted"/>
211 </isif>
212
213 <iscomment>Swatches</iscomment>
214 <iscomment>+++++</iscomment>
215 <isif condition="$showswatches">
216   <iscomment>
217     Render the color swatch section for a product. We show color swatches for color variations known to the product master.
218   </iscomment>
219
220   <isif condition="$!empty(selectableColors) && selectableColors.size() > 1 && !empty(colorVarAttr)">
221     <div class="product-swatches">
222       <iscomment>render a link to the palette and hide the actual palette if there are more than five colors contained</iscomment>
223       <isif condition="$selectableColors.size() > 5">
224         <a class="product-swatches-all">${Resource.msg('productresultarea.viewallcolors','search',null)} <isprint value="$selectableColors.size()"/>
225       </isif>
226
227       <iscomment>render the palette, the first swatch is always preselected</iscomment>
228       <ul class="swatch-list"><isif condition="$selectableColors.size() > 5"> swatch-toggle</isif></ul>

```

Once all of the tiles are rendered, a call is needed to initialize all of the inline ratings in the grid. Place the following `<isinclude>` element at the end of the **productgrid.isml** template.

```

<isinclude template="bv/display/rr/inlinerratings-hosted-init"/>
<iscomment>+++++</iscomment>
<isobject>
  <isinclude url="$ProductGridUtils.buildHitTileURL(LoopProductHit, pdict.CurrentHttpParameterMap.cgiid.v"
  </isobject>

  </li>
</isloop>
</ul>
<isif condition="$dv.system.Site.getCurrent().getCustomPreferenceValue('enableInfiniteScroll')">
  <isif condition="$pdict.pagingmodel.currentPage != pdict.pagingmodel.maxPage">
    <div class="infinite-scroll-placeholder" data-loading-state="unloaded" data-grid-url="$decodeURI(pdict.pagingmodel.gridUrl)">
  </isif>
</isif>
</isinclude>
<isinclude template="bv/display/rr/inlinerratings-hosted-init"/>

```



Importing Ratings Data into the Demandware Environment

Use of hosted (Javascript-based) Inline Ratings is the stated best practice for integrating Bazaarvoice into product listing pages (e.g. category pages, search results pages, etc.).

Bazaarvoice provides a nightly ratings feed for clients who wish to import the ratings statistical data (overall rating, number of reviews) into their Demandware environment. The Bazaarvoice LINK cartridge includes functionality for consuming this data via the feed. The Bazaarvoice LINK

cartridge no specific functionality for making use of this data.

See the section “Advanced Topics” for details.

Question and Answer Display

This section describes the steps required to setup the display of Question & Answers.

Note:

Complete General Setup First!

Complete the steps detailed in the “**General Bazaarvoice Setup**” section of this document before completing this section. Note that the Bazaarvoice Submission Container page setup is included in these previously covered sections.

Configuring Question and Answer Site Preferences

Complete the following steps.

1. Navigate to **Site** > (select desired Demandware Site) > **Site Preferences** > **Custom Preferences** > **Bazaarvoice Settings**
2. Select the appropriate Instance (**Sandbox/Development, Staging, Production**), and click **Apply**.
3. Check the **Enable Question & Answer** checkbox.
4. Click **Apply**.
5. Note: you must also complete the steps in section “*Mapping Demandware Locales to Bazaarvoice Deployment Zones and Locales*”

Adding Question & Answer to the Product Page

The following sections describe the steps to implement Question & Answer on the product page.

Updating Demandware Product Page Templates

To integrate the Q&A display templates, add the following <isinclude> elements to the various templates that comprise the product information page.

- Header Includes
- Question Summary Include
- Questions (and Answers) Content Include

Question and Answer Header Include

Place this <isinclude> element in the product ISML template file that contains your HTML head. If your store is based on SiteGenesis, add this element to **pt_productdetails.isml** immediately before the close of the head tag.

```
<isinclude template="bv/display/headerincludes"/>

<head>

    <isscript>var pageContext={title:(pdict.Product.name || 'Product Detail'), type:'product',
    <isinclude template="components/header/htmlhead"/>

    <isinclude template="product/pt_productdetails_UI"/>

    <link rel="canonical" href="{URLUtils.url('Product-Show','pid', pdict.Product.ID) }"/>

    <isinclude template="bv/display/headerincludes"/>
</head>
</body>
```

Question And Answer Summary Include

Place the following <isinclude> element in the product information ISML template in which you want to display the ratings summary block. If your store is based on SiteGenesis, add this element to **productcontent.isml**.

```
<isinclude template="bv/display/qa/questionsummary"/>
21<iscomment>
22    primary details
23    =====
24</iscomment>
25
26<h2 class="visually-hidden">Details</h2>
27<span class="visually-hidden" itemprop="url">${URLUtils.http('Product-Show','pid', pdict.Product.ID)}</span>
28
29<div class="product-number">
30    <iscomment>Put master ID on a data-attribute to be used by CQuotient</iscomment>
31    ${Resource.msg('product.item','product',null)} <span itemprop="productID" data-masterid="${masterId}"><isprint value="{ pdict.available ?
32</div>
33
34<iscomment>
35    reviews
36    =====
37</iscomment>
38
39<isif condition="${isQuickView}">
40    <isinclude template="bv/display/rr/reviewsummary"/>
41    <isinclude template="bv/display/qa/questionsummary"/>
42</isif>
43
44<iscomment>
45    view detail link for quick view
46    =====
47</iscomment>
48
49<isif condition="${isQuickView}">
50    <!-- shown only in quick view -->
51    <a href="{URLUtils.url('Product-Show','pid', pdict.Product.ID)}" title="{pdict.Product.name}">${Resource.msg('product.viewdetails','product
52</isif>
53
54<isset name="pam" value="{pdict.Product.getAttributeModel()}" scope="page"/>
55<isset name="group" value="{pam.getAttributeGroup('mainAttributes')}" scope="page"/>
56<isinclude template="product/components/group"/>
57
```

Question and Answer Content Include

Place the following <isinclude> element in the product information ISML template in which you

want to display the actual Q&A content. If your store is based on SiteGenesis, add this element to **producttopcontent.isml**.

```
<isinclude template="bv/display/qa/questions"/>

        <isif condition="{AttributeGroup.ID != 'mainAttributes'}">
            <isset name="group" value="{AttributeGroup}" scope="page"/>
            <h3><isprint value="{group.getDisplayName()}" /></h3>
            <isinclude template="product/components/group"/>
        </isif>
    </isloop>
</div>
</div>
</isif>
<div class="tab reviews">
    <input type="radio" name="css-tabs" id="tab-5" class="tab-switch">
    <label for="tab-5" class="tab-label">{Resource.msg('product.tab.reviews', 'product', null)}</label>
    <div class="tab-content"><isinclude template="bv/display/rr/reviews"/></div>
</div>
<div class="tab questions">
    <input type="radio" name="css-tabs" id="tab-6" class="tab-switch">
    <label for="tab-6" class="tab-label">{Resource.msg('product.tab.questions', 'product', null)}</label>
    <div class="tab-content"><isinclude template="bv/display/qa/questions"/></div>
</div>
</div>
</isif>
```

Putting Question and Answer content behind a tab

To add a questions tab on product page (and if your store is based on SiteGenesis) code must be included on the product page, **producttopcontent.isml**.

Include the following code after the reviews tab:

```
<div class="tab questions">
    <input type="radio" name="css-tabs" id="tab-6" class="tab-switch">
    <label for="tab-6" class="tab-label">{Resource.msg('product.tab.questions',
'product', null)}</label>
    <div class="tab-content"><isinclude template="bv/display/qa/questions"/></div>
</div>
```

Include JavaScript in a custom site preference.

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Site Preferences > Bazaarvoice Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Add the following code to the **Show Q&A Tab Javascript (Product Page)** preference:
 - a. `jQuery('.tab.questions .tab-switch').click();`
4. Click **Apply**.

Show Q&A Tab Javascript (Product Page)

`jQuery('tab.questions .tab-switch').click();`

This preference value is expected to be a valid client-side javascript. In the event that BV Q&A are displayed behind a tab, this javascript will be used by BV to open the tab in the event that the "Read all Q&A" link is clicked by an end user.

Submission

The Bazaarvoice DW cartridge supports the following best practice submission-related features:

- Bazaarvoice hosted authentication
- Bazaarvoice submission page (pop-up page without a DW-created submission container page)

A controller **Bazaarvoice-Container** is maintained in the cartridge to facilitate submission containers from the PIE email links, and from mobile content. The URL to this pipeline must be added to the Bazaarvoice workbench. To add the container URL to the workbench:

1. Login to <http://login.bazaarvoice.com>.
2. Click **Settings > Manage Applications**.
3. Select your desired implementation.
4. Click **Getting Started > Technical Setup** in the left navigation panel.
5. Scroll down to find **Container URL**, and **Staging Container URL**.
 - a. Enter the full url to the pipeline Bazaarvoice-Container. It should look like:

Container URL:

`http://<DW domain>/on/demandware.store/Sites-<DW Site>-Site/<locale>/Bazaarvoice-Container`

Staging Container URL:

`http://<instance name>-<realm>-<customer name>.demandware.net/on/demandware.store/Sites-<DW Site>-Site/<locale>/Bazaarvoice-Container`

GETTING STARTED

Introduction

Technical Setup

USER EXPERIENCE

Style Detector

Content Display

Display Options

Submission Form Editor

Copy Editor

Badge Editor

SETTINGS

c3.ugc.bazaarvoice.com

Enter the host name to use to support legacy implementations.

Container URL English (US)

`http://www.fake-bv-domain.com/on/demandware.store/Sites-SiteGenesis-Site/default/Bazaarvoice-Container`

Enter the container URL, as used in integration code. Please include HTTP or HTTPS protocols as well any "www" prefixes if your web address includes them.

Staging Container URL English (US)

`http://bazaarvoice03.tech-prtnr-na01.dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/default/Bazaarvoice-Container`

Enter the staging container URL, as used in integration code.

Apply Hosts Update

Advanced topics

The following are special considerations to be aware of.

Upgrading from a previous Bazaarvoice LINK Cartridge Version

The following are the recommended steps to upgrade to a newer version of the Bazaarvoice LINK cartridge.

Complete the following steps in sandbox/staging (making changes in staging will not affect production until replication):

1. Disable replication.
2. Completely delete the cartridge from the Site.
3. Completely delete the existing Bazaarvoice-related metadata on the Site.
4. Delete all existing Bazaarvoice-related Scheduled Jobs.
5. Install the new cartridge (including importing the new metadata and setting up the new Scheduled Jobs) to the site according to the Bazaarvoice documentation.
6. Test the new cartridge functionality (sandbox/staging).

To push changes to production:

1. In each of the appropriate Custom Site Preferences, select an instance type "production" and enter the appropriate settings.
2. Execute data replication.
3. Execute code replication.

FTP Hostname Override for C7 Clients

By default, the Demandware cartridge attempts to upload feeds to sftp.bazaarvoice.com (production) and sftp-stg.bazaarvoice.com (staging).

Bazaarvoice clients provisioned on the C7 cluster must complete the following steps:

Open the file "int_bazaarvoice/cartridge/scripts/lib/libConstants.ds" and edit the two variables defined on lines 15 and 16:

- BV_Constants.FTPHostStaging = "sftp7-stg.bazaarvoice.com";
- BV_Constants.FTPHostProduction = "sftp7.bazaarvoice.com";

Product Family Override

By default, the Demandware cartridge attempts collect and distribute content at the master product level. This can cause problems with cloud SEO when color slicing is

used, or variations are assigned to the same category as their master.

Bazaarvoice clients who wish to display color sliced product tiles must complete the following steps to enable the use of product families:

Open the file "int_bazaarvoice/cartridge/scripts/lib/libConstants.ds" and edit the two variables defined on lines 49 and 51:

- BV_Constants.EnableProductFamilies = true;
- BV_Constants.UseVariantID = true;

Importing Ratings Data Using the Bazaarvoice Ratings Feed

Bazaarvoice provides a nightly ratings feed for clients who wish to import the ratings statistical data (overall rating, number of reviews) into their Demandware environment. Bazaarvoice clients who wish to import the ratings data must complete the following steps:

Create a scheduled job to import the ratings feed on a recurring daily basis:

1. If you are using the integration framework:
 - a. Navigate to **Administration > Workflow Schedules**
 - b. Click **New**.
 - c. Set the appropriate configurations:
 - i. ID: BazaarvoiceRatingsFeed
 - ii. Name: Bazaarvoice Ratings Feed
 - iii. Enabled: true
 - iv. Select the appropriate Sites
 - v. Select the log levels
 - vi. Select Recurring schedule, and set to run daily
 - vii. Enable notifications if needed.
 - d. Click **New Component**.
 - i. Enter a display name
 - ii. Select **Type**: Bazaarvoice- InlineRatingsImport
 - iii. Click **Apply**.
 - e. Click **Run (que and start)** to run/schedule the job.
2. If you are not using the integration framework:
 - a. Navigate to **Administration > Operations > JobSchedules**.
 - b. Click **New**.
 - c. On the **General** tab, enter the following:
 - i. **Name**: ImportInlineRatingsFeed
 - ii. Select the **Enabled** checkbox.
 - iii. **Execution Scope**: Sites
 - iv. **Pipeline**: BazaarvoiceInlineRatingData
 - v. **Start Node**: ImportRatingFeed
 - vi. Select **Recurring Interval** and set schedule to daily.
 - d. On the **Sites** tab, select the desired Site(s).

- e. (For Site Genesis 2 only) On the **Resources** tab, select the Product and Catalog resources.
- f. On the **Notification** tab,
 - i. Select the **Enabled** check box.
 - ii. For **Threshold**, select the **ERROR** and **HANG** check boxes
 - iii. In the (email) **To:** field, enter the email address(es) for the appropriate client representatives.
- g. Click **Apply**.

Appendix: Examples

The following are example integrations between a Bazaarvoice sandbox account and a Demandware Site Genesis implementation using the Demandware starter store.

Example Category Page

This example illustrates Inline ratings statistics next to each tiled product.

http://bazaarvoice03.tech-prtnr-na01.dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/en_US/Search-Show?cgid=mens-clothing-suits

Example Product Page

This example illustrates the following:

- Bazaarvoice Ratings & Reviews (product level review content)
- Bazaarvoice Question & Answer (product level Q&A content)

http://bazaarvoice03.tech-prtnr-na01.dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/en_US/Product-Show?pid=25686364