Bazaarvoice

Demandware LINK Cartridge Implementation Guide v15.1.0

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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.
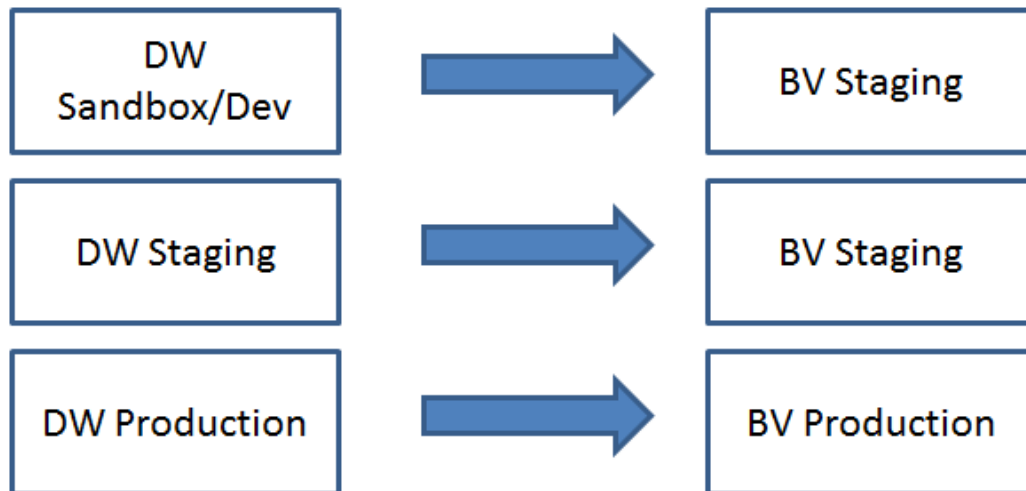

Mapping Demandware Sites and Locales to Bazaarvoice Instances and Locales

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:
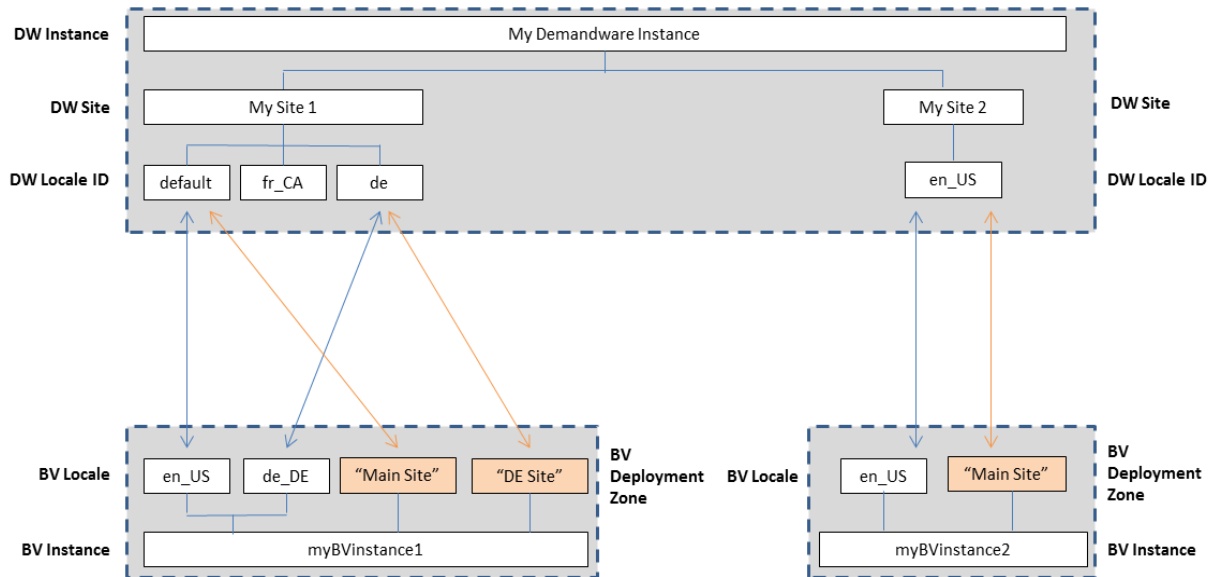
Multi-site Integrations

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.

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 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/Site Development/Addinganexistingcartridgetoyourstorefront.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, 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
    - bvFTPPassword_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 and FTP access
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**
    b. **FTP Password**
5. Click **Apply**.

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:

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.
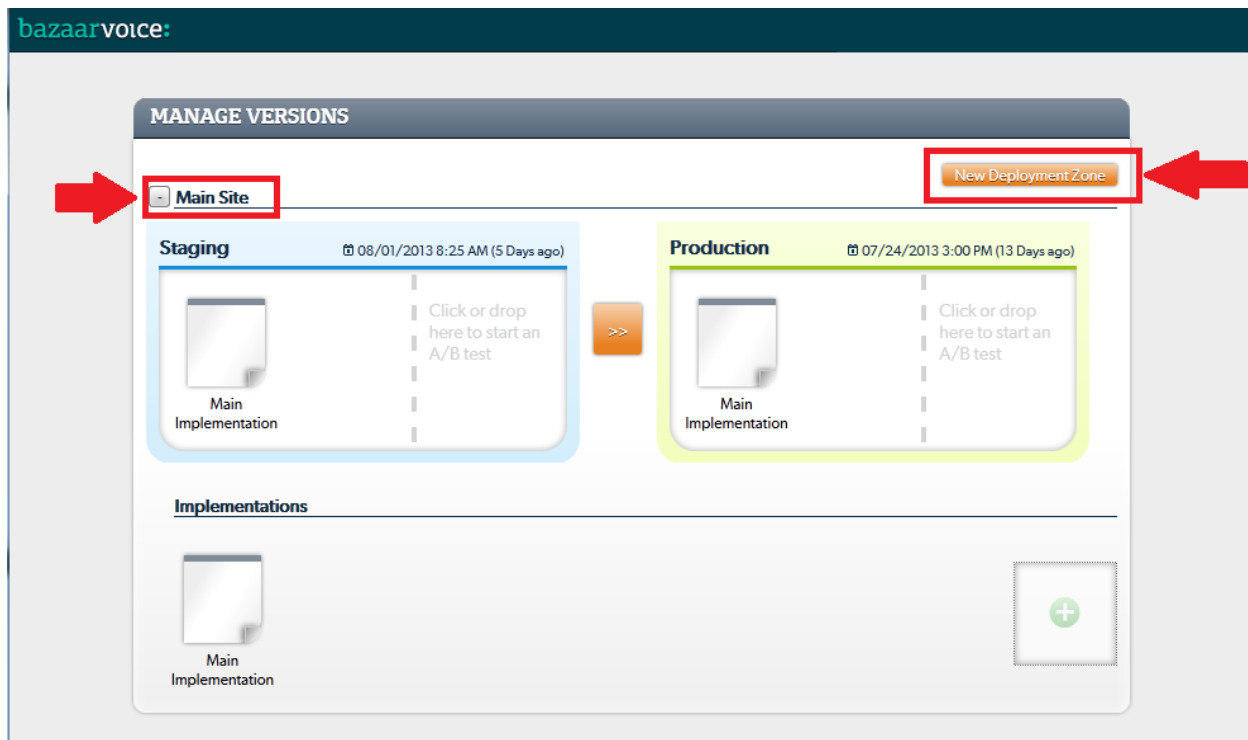
d. Complete the following steps to identify the list of enabled locales.
e. Select your desired Implementation.
f. Select **Global** in the upper menu bar.
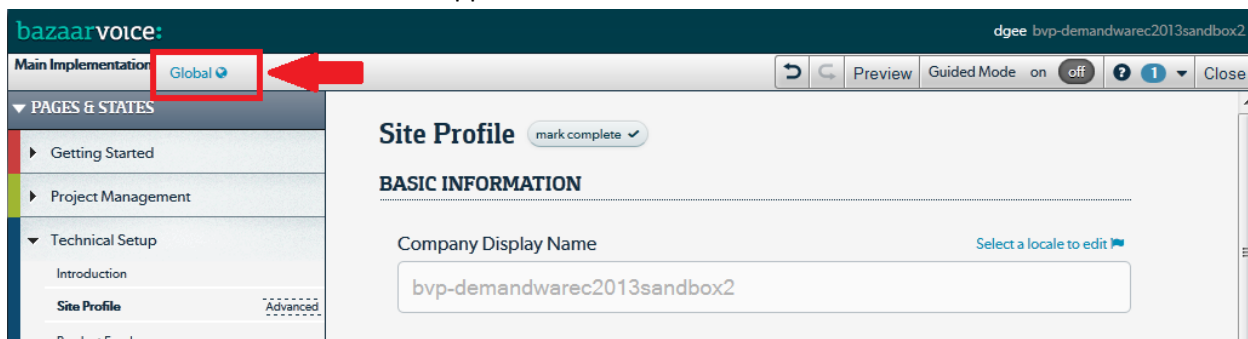
g. Click **Select a locale to edit**. The pull down list will display the enabled locales.
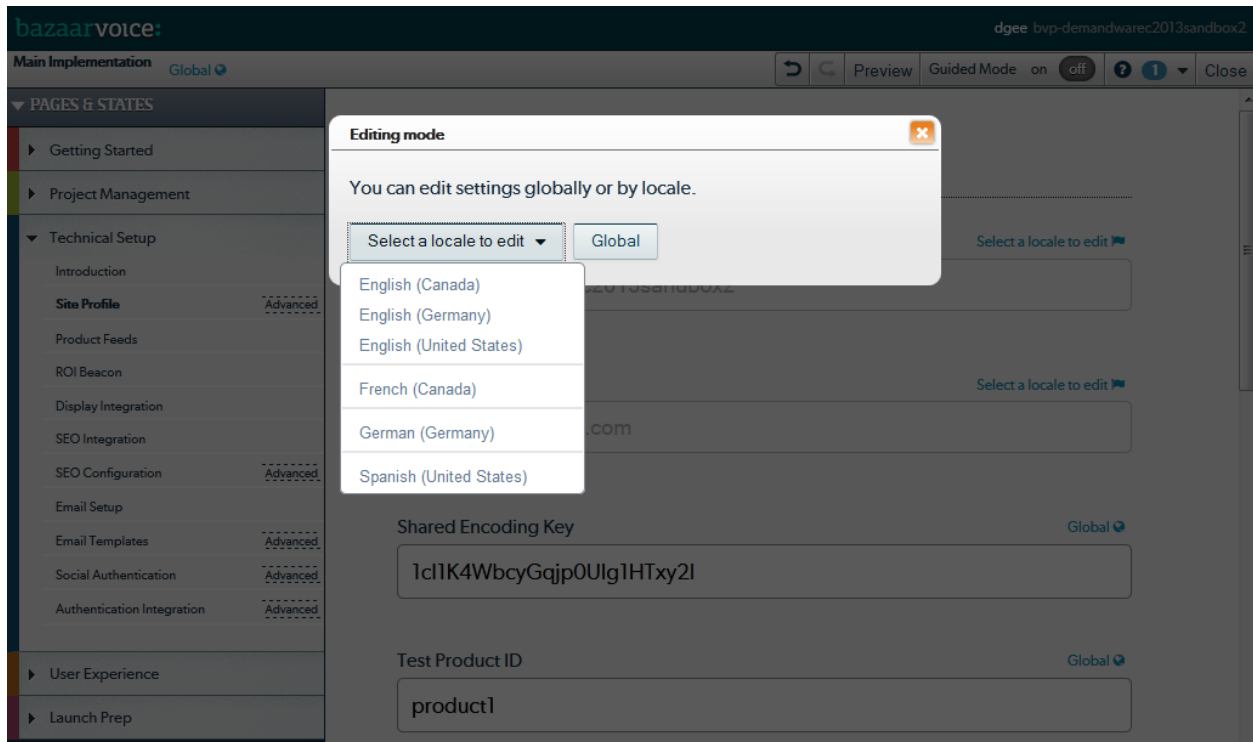
      h.   Contact your Bazaarvoice representative if you need additional locales enabled.

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:
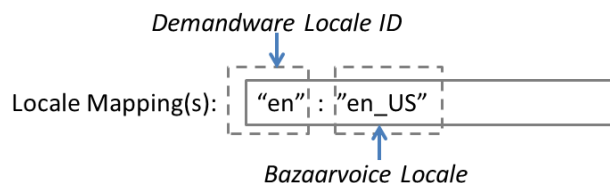
7.   Click **Apply**.

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

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.

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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 block of code to the end of the <isscript> block at the beginning of **product.isml**.

```
if(request.httpParameters.containsKey("bvreveal")) {
        productDetailUrl += '&bvreveal=' + request.httpParameters["bvreveal"][0];
}
if(request.httpParameters.containsKey("bvrrp")) {
        productDetailUrl += '&bvrrp=' + request.httpParameters["bvrrp"][0];
}
if(request.httpParameters.containsKey("bvqap")) {
        productDetailUrl += '&bvqap=' + request.httpParameters["bvqap"][0];
}
if(request.httpParameters.containsKey("bvpage")) {
        productDetailUrl += '&bvpage=' + request.httpParameters["bvpage"][0];
}
if(request.httpParameters.containsKey("bvsyp")) {
        productDetailUrl += '&bvsyp=' + request.httpParameters["bvsyp"][0];
}
```

```
1   <isconcenc cype=ccxc/ncml cnalsec=ucl-o Compacc clue />
2  <iscomment>
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  <isscript>
9      importScript('product/GetProductDetailUrl.ds');
0      var productDetailUrl = GetProductDetailUrl(pdict);
1      var source = pdict.CurrentHttpParameterMap.source.stringValue;
2      var format = pdict.CurrentHttpParameterMap.format.stringValue;
3      var DecoratorTemplate = 'product/pt_productdetails';
4      if (format == 'ajax' || source == 'search' || source == 'quickview' || source == 'giftregistry' || source == 'wishlist') {
5          DecoratorTemplate = 'util/pt_empty';
6      }
7
8      if(request.httpParameters.containsKey("bvreveal")) {
9          productDetailUrl += '&bvreveal=' + request.httpParameters["bvreveal"][0];
0      }
1      if(request.httpParameters.containsKey("bvrrp")) {
2          productDetailUrl += '&bvrrp=' + request.httpParameters["bvrrp"][0];
3      }
4      if(request.httpParameters.containsKey("bvqap")) {
5          productDetailUrl += '&bvqap=' + request.httpParameters["bvqap"][0];
6      }
7      if(request.httpParameters.containsKey("bvpage")) {
8          productDetailUrl += '&bvpage=' + request.httpParameters["bvpage"][0];
9      }
0      if(request.httpParameters.containsKey("bvsyp")) {
1          productDetailUrl += '&bvsyp=' + request.httpParameters["bvsyp"][0];
2      }
3  </isscript>
4
5  <isdecorate template="${DecoratorTemplate}">
6      <isinclude url="${productDetailUrl}"/>
7  </isdecorate>
8
```

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.bazaarvoicecom (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. Navigate to **Administration** > **Operations** > **JobSchedules**.
2. Click **New**.
3. On the **General** tab, enter the following:
   a. **Name**: ExportProductFeed
   b. Select the **Enabled** checkbox.
   c. **Execution Scope**: Sites
   d. **Pipeline**: BazaarvoiceData
   e. **Start Node**: ExportProductCatalog
   f. Select **Recurring Interval** and set schedule to daily.
4. On the **Sites** tab, select the desired Site(s).
5. (For Site Genesis 2 only) On the **Resources** tab, select the Product and Catalog resources.
6. On the **Notification** tab,

      a. Select the **Enabled** check box.

      b. For **Threshold**, select the **ERROR** and **HANG** check boxes

      c. In the (email) **To:** field, enter the email address(es) for the appropriate client representatives.

7. 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
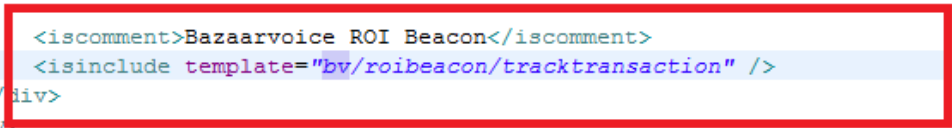
For all versions of the LINK cartridge, add the following code to the template "pt_orderconfimation.isml", before the closing </body> tag:

```
    </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.bazaarvoicecom (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. Navigate to **Administration** > **Operations** > **JobSchedules**.
2. Click **New**.
3. On the **General** tab, enter the following:
   a. **Name**: ExportPurchaseData
   b. Select the **Enabled** checkbox.
   c. **Execution Scope**: Sites
   d. **Pipeline**: BazaarvoiceData
   e. **Start Node**: ExportPurchaseData
   f. Select **Recurring Interval** and set schedule to daily.
4. On the **Sites** tab, select the desired Site(s).
5. On the **Notification** tab (or on the **Resources** tab for Site Genesis 2),
   a. Select the **Enabled** check box.
   b. For **Threshold**, select the **ERROR** and **HANG** check boxes.
   c. In the (email) **To:** field, enter the email address(es) for the appropriate client representatives.
6. 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      </isscript>
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      </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','produ
51      </isif>
52
53      <isset name="pam" value="${pdict.Product.getAttributeModel()}" scope="page"/>
54      <isset name="group" value="${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, whichis "tab4" in Site Genesis.

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

```
.. -----
<isif condition="${showAttributes}">
    <div id="tab3" class="tab-content">
        <a class="print-page button">${Resource.msg('global.print', 'locale', null)}</a>
        <isloop items="${vags}" var="AttributeGroup" status="loopstatus">
            <isif condition="${AttributeGroup.ID != 'mainAttributes'}">
                <isset name="group" value="${AttributeGroup}" scope="page"/>
                <h3><isprint value="${group.getDisplayName()}"/></h3>
                <isinclude template="product/components/group"/>
            </isif>
        </isloop>
    </div>
</isif>
<div id="tab4" class="tab-content">
    <isinclude template="bv/display/rr/reviews"/>
</div>
<div id="tab5" class="tab-content">
    <isinclude template="bv/display/qa/questions"/>
</div>
    </div>
</isif>

</div>
```

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)**Javascript"
   > var tabcount = jQuery('.product-tabs li.toggle').length-2;
   > jQuery('.product-tabs').tabs('option', 'active', tabcount);
4. Click **Apply**.

Enable Ratings & Reviews:	☑
	Turn on BV Ratings & Reviews. This will enable display of R&R content on your product pages. See documentation for additional steps that must be completed for this feature to take effect.
Show Reviews Tab Javascript function (product page):	`var tabcount = jQuery('.product-tabs li.toggle').length-2; jQuery('.product-tabs').tabs('option', 'active', tabcount);`
	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.
Enable Hosted Inline Ratings (JS-based):	☑
	Turn on BV JS-based inline ratings. This will enable display of product rating statistics on your category

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="${showpromotion}">
195             <div class="product-promo">
196                 <isset name="promos" value="${dw.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/inlineratings-hosted"/>
211         </isif>
212
213         <iscomment>Swatches</iscomment>
214         <iscomment>+++++++++++++++++++++++++++++++++++++++++++++++++++++++++++++++++++++</iscomment>
215         <isif condition="${showswatches}">
216             <iscomment>
217                 Render the color swatch secion for a product. We show color swatches for color variations known to the product master.
218             </iscomment>
219
220             <isif condition="${!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="${sele
225                     </isif>
226
227                     <iscomment>render the palette, the first swatch is always preselected</iscomment>
228                     <ul class="swatch-list<isif condition="${selectableColors.size() > 5}"> swatch-toggle</isif>">
```

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/inlineratings-hosted-init"/>
```

```
                                  <isinclude url="${ProductGridUtils.buildHitTileURL(LoopProductHit, pdict.CurrentHttpParameterMap.cgid.v
            </isobject>

        </li>
    </isloop>
</ul>
<isif condition="${dw.system.Site.getCurrent().getCustomPreferenceValue('enableInfiniteScroll')}">
    <isif condition="${pdict.pagingmodel.currentPage != pdict.pagingmodel.maxPage }">
        <div class="infinite-scroll-placeholder" data-loading-state="unloaded" data-grid-url="${decodeURI(pdict.pagingm
    </isif>

<isinclude template="bv/display/rr/inlineratings-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','produc
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="${showAttributes}">
          <div id="tab3" class="tab-content">
              <a class="print-page button">${Resource.msg('global.print', 'locale', null)}</a>
              <isloop items="${vags}" var="AttributeGroup" status="loopstatus">
                  <isif condition="${AttributeGroup.ID != 'mainAttributes'}">
                      <isset name="group" value="${AttributeGroup}" scope="page"/>
                      <h3><isprint value="${group.getDisplayName()}"/></h3>
                      <isinclude template="product/components/group"/>
                  </isif>
              </isloop>
          </div>
      </isif>
      <div id="tab4" class="tab-content">
          <isinclude template="bv/display/rr/reviews"/>
      </div>
      <div id="tab5" class="tab-content">
          <isinclude template="bv/display/qa/questions"/>
      </div>
  </div>
  </isif>

</div>
```

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**. The <div> tag id needs to match with the link location on tab.

Include the following line in **tabs-menu** as a list item:

```
<li><a href="#tab5">${Resource.msg('product.tab.questions','product',null)}</a></li>
```

```
33
34⊖        <ul class="tabs-menu">
35⊖            <isif condition="${! empty(pdict.Product.shortDescription) && pdict.Product.shortDescription.markup.length > 0}">
36                <li><a href="#tab1">${Resource.msg('product.tab.description', 'product', null)}</a></li>
37            </isif>
38⊖            <isif condition="${! empty(pdict.Product.longDescription) && pdict.Product.longDescription.markup.length > 0}">
39                <li><a href="#tab2">${Resource.msg('product.tab.details', 'product', null)}</a></li>
40            </isif>
41⊖            <isif condition="${showAttributes}">
42                <li><a href="#tab3">${Resource.msg('product.tab.attributes', 'product', null)}</a></li>
43            </isif>
44            <li><a href="#tab4">${Resource.msg('product.tab.reviews', 'product', null)}</a></li>
45            <li><a href="#tab5">${Resource.msg('product.tab.questions','product',null)}</a></li>
46        </ul>
47
48⊖        <isif condition="${! empty(pdict.Product.shortDescription) && pdict.Product.shortDescription.markup.length > 0}">
```

Include the following code after **tab4**:

```
<div id="tab5" class="tab-content">
     <isinclude template="bv/display/qa/questions"/>
</div>
```

```
        <isif condition="${showAttributes}">
            <div id="tab3" class="tab-content">
                <a class="print-page button">${Resource.msg('global.print', 'locale', null)}</a>
                <isloop items="${vags}" var="AttributeGroup" status="loopstatus">
                    <isif condition="${AttributeGroup.ID != 'mainAttributes'}">
                        <isset name="group" value="${AttributeGroup}" scope="page"/>
                        <h3><isprint value="${group.getDisplayName()}"/></h3>
                        <isinclude template="product/components/group"/>
                    </isif>
                </isloop>
            </div>
        </isif>
        <div id="tab4" class="tab-content">
            <isinclude template="bv/display/rr/reviews"/>
        </div>
        <div id="tab5" class="tab-content">
            <isinclude template="bv/display/qa/questions"/>
        </div>
    </div>
    </isif>

</div>
```

Add tab display labels in the resource file **product.properties**.

```
 5
 6 product.breadcrumb.leftintrotext=&laquo; Back to
 7
 8 product.label.prefix=Go to product:
 9 product.item=Item#
10 product.viewdetails=View Full Details
11 product.sendfriend=Send to a Friend
12 product.sendfriendemailsubject=Check out this product
13 product.tab.description=Description
14 product.tab.details=Product Details
15 product.tab.attributes=Attributes
16 product.tab.reviews=Reviews
17 product.tab.questions=Question & Answer
18 product.missingval=Select {0}
19 product.promotiondetails=Details
20 product.selectbonusproducts=Select Bonus Product(s)
21 product.bonusproducts=Bonus Product(s)
22 product.bonusproduct=Bonus Product
23 product.bonusproductsmax=The maximum number of bonus products have been selected.  Please remove one in order to add additional bonus products.
24 product.bonusproductstoomany=You have selected too many bonus products. Please change the quantity.
25 product.bonusproductalert=You are eligible for a bonus product.
26 product.attributedivider=and
27 product.variationnotavailable={0} {1} is not available for this combination
28
29 ################################################
30 # ISML Directory: product/compare/
```

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:

   var tabcount = jQuery('.product-tabs li.toggle').length-1;
   jQuery('.product-tabs').tabs('option', 'active', tabcount);
   a.
4. Click **Apply**.

Enable Question & Answer:	☑
	Turn on BV Questions & Answers. This will enable display of Q&A content on your product pages. See documentation for additional steps that must be completed for this feature to take effect.
Show Q&A Tab Javascript (Product Page):	var tabcount = jQuery('.product-tabs li.toggle').length-1; jQuery('.product-tabs').tabs('option', 'active', tabcount);
	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.
Enable ROI Beacon:	☑
	Turn on the BV ROI beacon tag on the DW purchase transaction (checkout) page. See documentation for additional steps that must be completed for this feature to take effect.

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 pipeline **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

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 exisiting 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 documention.
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.bazaarvoicecom (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. Navigate to **Administration** > **Operations** > **JobSchedules**.
2. Click **New**.
3. On the **General** tab, enter the following:
   a. **Name**: ImportInlineRatingsFeed
   b. Select the **Enabled** checkbox.
   c. **Execution Scope**: Sites
   d. **Pipeline**: BazaarvoiceInlineRatingData
   e. **Start Node**: ImportRatingFeed
   f. Select **Recurring Interval** and set schedule to daily.
4. On the **Sites** tab, select the desired Site(s).
5. (For Site Genesis 2 only) On the **Resources** tab, select the Product and Catalog resources.
6. On the **Notification** tab,
   a. Select the **Enabled** check box.
   b. For **Threshold**, select the **ERROR** and **HANG** check boxes
   c. In the (email) **To:** field, enter the email address(es) for the appropriate client representatives.
7. 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