

Bazaarvoice for Demandware LINK Cartridge Implementation Guide v5.2



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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 and certified by Demandware.

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.

Bazaarvoice is listed on the Demandware LINK marketplace [here](#).

Previous version of the online documentation can be found here:

- [v5.1](#)

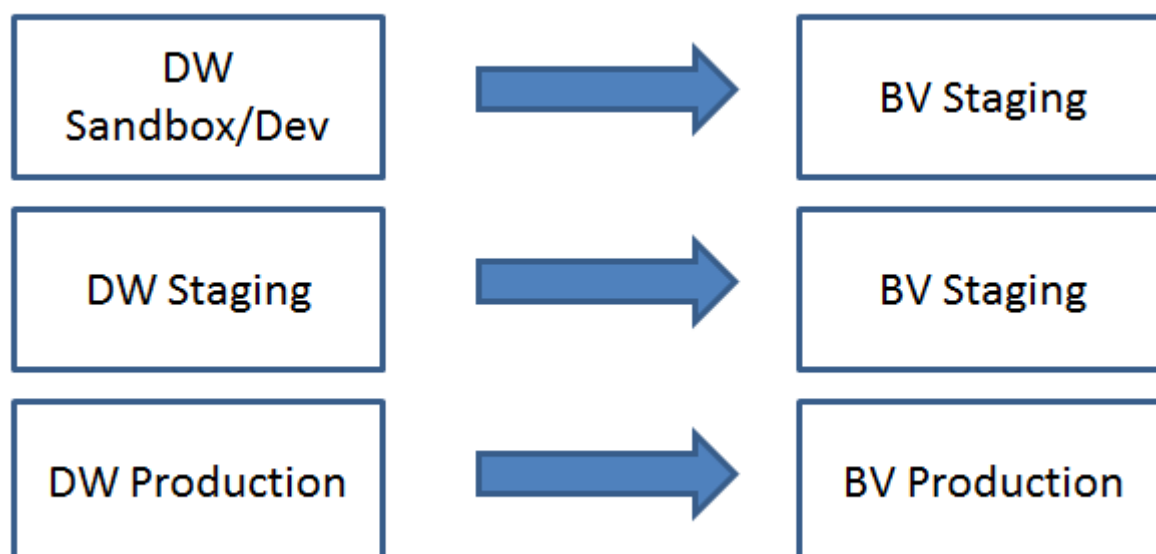
Before you begin

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.

Environment Mapping

The following diagram illustrates how DW and BV environments map.



Mapping DW Sites to BV Instances

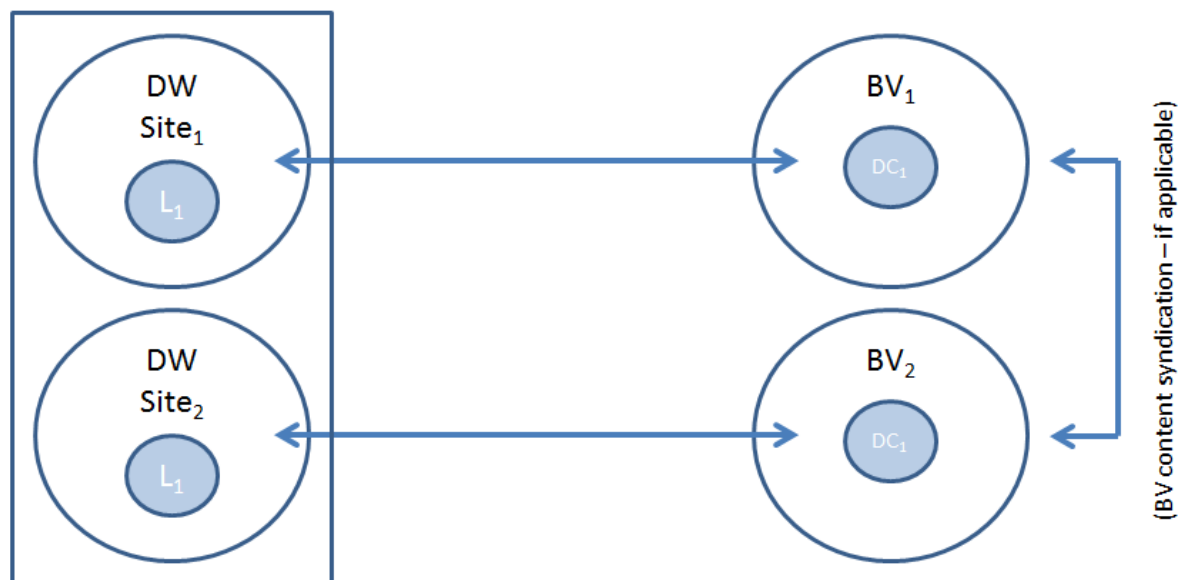
The follow scenarios are supported in the Demandware LINK cartridge:

- 1-to-1 mapping of DW Site to BV Instance (supported today)
- Mapping Multi-Locale DW Site to Single BV Instance (coming late 2012)
- Many-to-1 mapping of DW Sites to single BV Instance (not supported)

1-to-1 mapping of DW Site to BV Instance

Each Demandware Site maps to a separate BV instance.

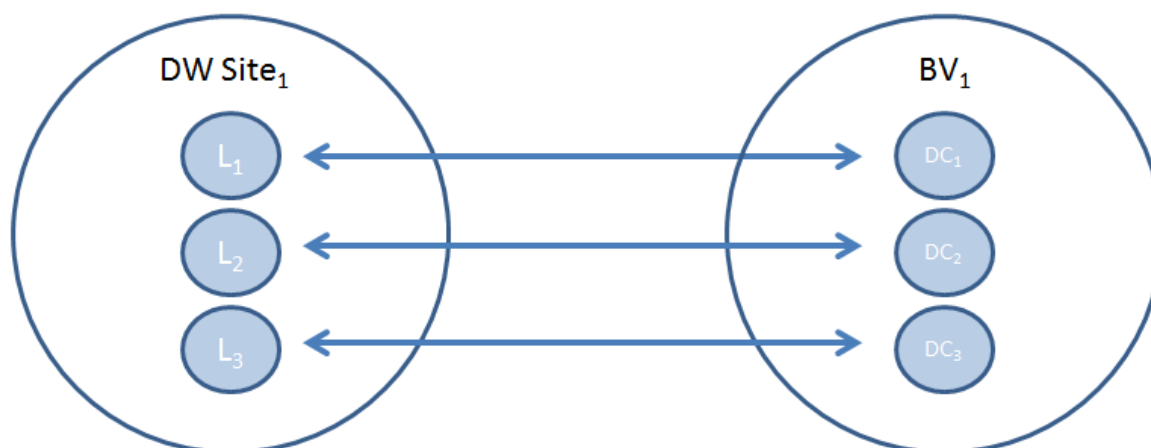
- Each Demandware Site has a single product catalog
- Each Bazaarvoice Instance has single database instance with single display code
- Bazaarvoice Connections product can provide review “sharing” across BV instances (if applicable)



Mapping Multi-Locale DW Site to Single BV Instance

Single Demandware Site with multiple locales maps into a single BV “Single-Folder” Instance.

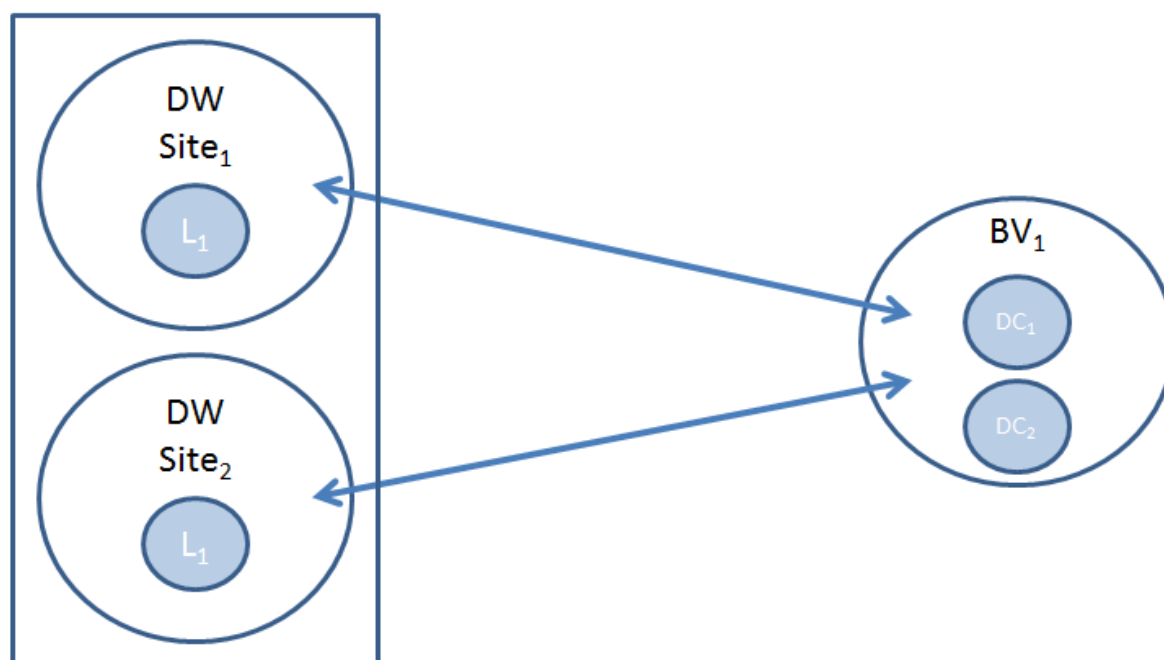
- DW Site has a single product catalog delivered to BV with localized attributes (product names, etc.)
- Bazaarvoice Instance has single database instance with display codes for each DW Locale



Many-to-1 mapping of DW Sites to single BV Instance (not supported)

The following configuration is not supported.

- Because the BV platform currently only allows for one product catalog per BV instance, the separate catalogs for Site1 and Site2 cannot be merged into a single BV instance
- Core BV Platform must be advanced to allow multiple catalogs within one BV instance



Task Sequence

The following is the typical sequence of tasks.

- Install cartridge
- Request Bazaarvoice Hosted Services be enabled, and retrieve required settings from Bazaarvoice representative
- Configure Custom Site Preferences
 - BV General Settings
 - BV Product Feed Export Settings
 - BV Purchase Feed Export Settings
 - BV Smart SEO Feed Import Settings
 - BV Inline Ratings Feed Import Settings
 - BV R&R Settings (if applicable)
 - BV A&A Settings (if applicable)
 - BV Stories Settings (if applicable)
- Create scheduled jobs
 - Product Feed Export
 - Purchase Feed Export
 - Smart SEO Feed Import
 - Inline Ratings Feed Import
- Run product feed export process
- Let BV create dummy review content
- Run BV Smart SEO feed import job
- Run BV inline ratings feed import job
- Run purchase feed export process
- Update category page templates
- Update product page templates
- Test display
- Test submission

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.

Contact a Bazaarvoice representative to complete the following.

- Provision an instance of the Bazaarvoice hosted services
- Setup Smart SEO feed export (available in BV SFTP folder “/feeds”)
- Setup XML Ratings Feed export (Ratings & Review only) (available in BV SFTP folder “/feeds”)
- Provide configuration settings:
 - Bazaarvoice Customer Name
 - Bazaarvoice Javascript API Hostname
 - Host Domain
 - BV Ratings & Reviews Display Code (if implementing R&R)
 - BV Ask & Answer Display Code (if implementing A&A)
 - BV Stories Display Code (if implementing Stories)
 - BV FTP password
 - BV Encoding Key
 - BV Inline Ratings XML feed filename (if implementing R&R)
 - BV Smart SEO feed filename
- Provide back to the Bazaarvoice representative:
 - Submission URL

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/display/DOC125/Adding+an+existing+cartridge+to+your+storefront>

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 DW 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 BV metadata.

1. Navigate to **Administration > Site Development > Site Import & Export**
2. In the **Import** section,
 - a. Select **Local**.
 - 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
- Profile:
 - bvDisplayName - Username to appear in public Bazaarvoice reviews
- Product:
 - bvAverageRating - Bazaarvoice Average Rating
 - bvRatingRange - Bazaarvoice Rating Range
 - bvReviewCount - Bazaarvoice Review Count

Site preferences

- Bazaarvoice General - Bazaarvoice General Settings
 - bvCustomerName
 - bvAPIHostname
 - bvHostDomain
 - bvEncodingKey
 - bvFacebookXdReceiverUrl
 - bvFTPHost
 - bvFTPPassword
 - bvAdminEmail
 - bvStaging
 - bvSubmissionURL
 - bvSubmissionDisplayTypejavascript
- BazaarvoiceRR - Bazaarvoice R&R Settings
 - bvEnableRR
 - bvRRDisplayCodeMapping
 - bvRRDisplayCodejavascript
 - bvRRSubDomain
 - bvRROnEventjavascript
 - bvRRDisplayTypejavascript
 - bvRRShowReviewsTabjavascript

-
- BazaarvoiceAA - Bazaarvoice A&A Settings
 - bvEnableAA
 - bvAADisplayCodeMapping
 - bvAADisplayCodeJavascript
 - bvAASubDomain
 - bvAAOnEventJavascript
 - bvQAShowQuestionsTabJavascript
 - BazaarvoiceSY - Bazaarvoice Stories Settings
 - bvEnableSY
 - bvSYDisplayCodeMapping
 - bvSYSUBDomain
 - bvSYOnEventJavascript
 - bvSYDisplayFormatJavascript
 - bvSYSmartSEOPageFormat
 - bvSYShowStoriesTabJavascript
 - BazaarvoiceProductFeed - Bazaarvoice Product Feed Export Settings
 - bvEnableProductFeed
 - bvProductFeedExportPath
 - bvProductFeedExportFileName
 - bvProductImageType
 - BazaarvoiceCP - Bazaarvoice Active Profiles Settings
 - bvCPDefaultDisplayCode
 - bvCPDisplayCodeJavascript
 - bvCPSUBDomain
 - bvCPOnEventJavascript
 - bvCPRenderEditProfileLink
 - BazaarvoiceInlineRating - Bazaarvoice Inline Rating Settings
 - bvEnableInlineRatings
 - bvInlineRatingsFeedPath
 - bvInlineRatingsFeedFileName
 - BazaarvoiceSmartSEO - Bazaarvoice Smart SEO Settings
 - bvEnableSmartSEO
 - bvSmartSEOFoodPath
 - bvSmartSEOFoodFileName
 - bvSmartSEOMaxStaleDays
 - BazaarvoicePurchaseFeed - Bazaarvoice Purchase Feed Settings

- bvEnablePurchaseFeed
- bvPurchaseFeedPath
- bvPurchaseFeedFileName
- bvPurchaseFeedTriggeringEvent
- bvPurchaseFeedDelayDaysSinceEvent
- bvPurchaseFeedNumDaysLookback
- bvOrderImageType

General Bazaarvoice Setup

A set of general steps must be completed regardless of which BV product (e.g. Ratings & Reviews, Ask & Answer, or Stories) is being implemented.

DNS Setup

All implementations require the creation of the following Canonical Name (CNAME) entry for general user-generated content (UGC):

```
ugc.bazaarvoice.com -> [clientname].ugc.bazaarvoice.com
```

On a Linux server, this entry resembles the following code:

```
ugc IN CNAME [clientname].ugc.bazaarvoice.com; BV cache network
```

Additionally, you must create the following, product-specific CNAME entries where appropriate:

For Ratings & Reviews, create the following CNAME entry:

```
reviews.bazaarvoice.com -> [clientname].ugc.bazaarvoice.com
```

For Ask & Answer, create the following CNAME entry:

```
answers.bazaarvoice.com -> [clientname].ugc.bazaarvoice.com
```

For Stories, create the following CNAME entry:

```
stories.bazaarvoice.com -> [clientname].ugc.bazaarvoice.com
```

Make sure that the domains you configure match the domains for your Demandware storefront. This process involves setting up CNAME records for the appropriate R&R domains.

Follow the DNS setup instructions for each of the following environments:

- Sandbox
- Staging
- Production

DNS entries are necessary to satisfy the same origin policy, which typically results in the following entries for all of the staging, development, and production boxes on your DNS account.

- stories IN CNAME customer.ugc.bazaarvoice.com;
- answers IN CNAME customer.ugc.bazaarvoice.com;
- reviews IN CNAME customer.ugc.bazaarvoice.com;
- ugc IN CNAME customer.ugc.bazaarvoice.com ;
- Staging: staging IN CNAME staging.web. customer.demandware.net.

- Dev/Test: development IN CNAME development.web. customer.demandware.net
- Production: production IN CNAME production.web. customer.demandware.net.
- Sandbox1: sandbox1 IN CNAME sandbox1.web. customer.demandware.net.
- Sandbox2: sandbox 2 IN CNAME sandbox2.web. customer.demandware.net.
- Sandbox3: sandbox 3 IN CNAME sandbox3.web. customer.demandware.net.
- Sandbox4: sandbox 4 IN CNAME sandbox4.web. customer.demandware.net.
- Sandbox5: sandbox 5 IN CNAME sandbox5.web. customer.demandware.net.
- Sandbox6: sandbox 6 IN CNAME sandbox6.web. customer.demandware.net.

General Site Preferences Setup

Complete the following steps to configure the General Bazaarvoice Settings.

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Preferences > Bazaarvoice General Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. **Bazaarvoice Custom Name** (the name defined in the Bazaarvoice platform for the client instance; typically referred to as "client folder name")
 - b. **Bazaarvoice Javascript API Hostname** (The domain from which bvapi.js is hosted. For example: <clientname>.ugc.bazaarvoice.com)
 - c. **Host Domain** (The domain from which your store will be hosted and Bazaarvoice content will be injected. For example: yourdomain.com)
 - d. **Bazaarvoice Submission URL** (This is the URL of the Bazaarvoice review submission URL. It should point to the Start node of the SubmissionContainer pipeline, e.g, `http://[YourDomain]/on/demandware/store/Sites-[YourSiteID]-Site/default/Bazaarvoice-SubmissionContainer`)
 - e. **Bazaarvoice Encoding Key**
 - f. **Bazaarvoice FTP Host** (just use default value)
 - g. **Bazaarvoice FTP Password**
 - h. **Bazaarvoice Administrator Email** (Feed notifications are sent to this address when jobs finish. This should be set to the email address of the person handling scheduled jobs.)
4. Click **Apply**.

Setting up the Product Catalog Feed Export

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

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

Product Catalog Feed Export Custom Site Preference

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

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Preferences > Bazaarvoice Product Feed Export Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. Check the **Bazaarvoice Product Feed** checkbox.
 - b. **Bazaarvoice FTP Export File Path** (Keep the default value of “import-inbox”)
 - c. **Bazaarvoice Product Feed Export File Name** (Keep the default value is “product feed.xml”)
 - d. Enter **Image Type**. Typical values are “large”, “medium”, and “small”. The value must match an existing image size type defined in Demandware.
4. Click **Apply**.

Custom Site Preference Group > Bazaarvoice Product Feed Export Settings

Custom Site Preferences

This page allows you to define the custom site preferences of group Bazaarvoice Product Feed Export Settings. For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value. To save your settings, press the 'Apply' button.

Instance Type: Sandbox / Development Apply

Preference Name	'Sandbox / Development' Value	Default Value
Bazaarvoice Product Feed:	<input checked="" type="checkbox"/>	
Turn on Product Feed generation. This will enable generation of a product feed to be sent to the Bazaarvoice SFTP server.		
Bazaarvoice FTP Export File Path:	<input type="text" value="import-inbox"/>	import-inbox
Bazaarvoice Product Feed Export File Name:	<input type="text" value="productfeed.xml"/>	productfeed.xml
Image Type:	<input type="text" value="large"/>	
This is the Image Size type used in the feed. The value must match an existing Image Size type. If Image Type custom site preference is set to anything other than medium, then when the feed generator discovers a product that does not have that size type defined, the medium image will be used. If no medium image is set for that product, no image URL will be added in the feed		

Apply Reset

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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 > Job Schedules**.
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**.

Setting up the Smart SEO Feed Import

The following sections describe the steps the BV Smart SEO feed import process.

- Set Custom Site Preferences for Smart SEO Feed Import
- Create a Scheduled Job

Smart SEO Feed Import Custom Site Preference

Complete the following steps to configure the Smart SEO Custom Site Preferences.

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Preferences > Bazaarvoice Smart SEO Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. Check the **Bazaarvoice Smart SEO** checkbox.
 - b. **Bazaarvoice Smart SEO Feed Path** (keep default value "**feeds**")
 - c. **Bazaarvoice Smart SEO Feed File Name** value using the value provided by your Bazaarvoice representative (Usually this value is "bv_client_smartseo.zip", with "client" replaced with the customer name).
 - d. Set **Bazaarvoice Smart SEO Maximum Content Staleness** to 5.

4. Click **Apply**.

Custom Site Preference Groups > Bazaarvoice Smart SEO Settings

Custom Site Preferences

This page allows you to define the custom site preferences of group Bazaarvoice Smart SEO Settings. For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value. To save your settings, press the 'Apply' button.

Instance Type: Sandbox / Development Apply

Preference Name	'Sandbox / Development' Value	Default Value
Bazaarvoice Smart SEO:	<input checked="" type="checkbox"/>	false
Bazaarvoice Smart SEO Feed Filename:	bv_mycompanyname_smartseo.zip Add another value <small>This is the filename of the Smart SEO zip archive on Bazaarvoice SFTP servers. Usually this value is bv_client_smartseo.zip, with "client" replaced with the customer name. Can be a single filename, or a mapping of a DW Locale ID to BV Smart SEO filename. Format: ["DW Locale ID"]:"BV Smart SEO filename"] Valid examples: bv_mycompany_smartseo.zip, bv_mycompany_1234-fr_fr_smartseo.zip, "fr":"bv_mycompany_1234-fr_fr_smartseo.zip", "fr_CA":"bv_mycompany_1234-fr_ca_smartseo.zip"</small>	
Bazaarvoice Smart SEO Feed Path:	feeds	feeds
Bazaarvoice Smart SEO Maximum Content Staleness:	5 (Integer) <small>This value represents the maximum age in days to use cached content if new content is not available on import.</small>	5

Apply Reset

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Note: The Smart SEO Feed Filename setting can be set to a single filename, or a mapping of a DW Locale ID to an SEO filename.

Format: ["(DW Locale ID) ":"] "(filename) "

Example Setting	Result
bv_mycompanyname_smartseo.zip	BV appears on the default DW Locale ID; this format can only be used when one mapping exists.
"en": "bv_mycompanyname_1234-en_us_smartseo.zip"	BV appears on the DW Locale with Locale ID = "en".
"fr_CA": "bv_mycompanyname_1234-fr_ca_smartseo.zip"	BV appears on the DW Locale with Locale ID = "fr_CA".

5. Click **Add another value** to configure additional mappings.

Setup Schedule Job to Import the Smart SEO Feed

A scheduled job must be created to import the Smart SEO feed on a recurring daily basis.

1. Navigate to **Administration > Operations > Job Schedules**.
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:** ImportSmartSEOFee
 - 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**.

Setting up the 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

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 DW Site) > Site Preferences > Custom Preferences > Bazaarvoice Purchase Feed Export 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. **FTP Upload Path** (Keep the default value of **"/ ppe /inbox"**).
 - c. **Triggering Event**, select Purchase or Shipping.
 - d. **Days to Wait after Trigger Event**, typically set to 1 (This value represents the number of days to wait after the triggering event until including the transaction in the exported feed)
 - e. **Number of Days Worth of Transactions in Past to Retrieve**, typically set to 30.
 - f. Enter **Image Type**. Typical values are "large", "medium", and "small". The value must match an existing image size type defined in Demandware.
4. Click **Apply**.

Custom Site Preference Group > Bazaarvoice Purchase Feed Settings

Custom Site Preferences

This page allows you to define the custom site preferences of group Bazaarvoice Purchase Feed Settings.
For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value.
To save your settings, press the 'Apply' button.

Instance Type: Sandbox / Development Apply

Preference Name	'Sandbox / Development' Value	Default Value
Enable Purchase Feed:	<input checked="" type="checkbox"/>	
	Turn on Purchase Feed generation. This will enable generation of a purchase feed to be sent to the Bazaarvoice FTP server to be used to send post-interaction emails to your customers, in order to solicit review submission.	
FTP Upload Path:	<input type="text" value="/ppe/inbox"/>	/ppe/inbox
	Typically, this should be "/ppe/inbox".	
FTP Upload Filename:	<input type="text" value="bazaarvoice-order-data.xml"/>	bazaarvoice-order-data.xml
	This is the filename of the exported purchase feed xml sent to Bazaarvoice SFTP servers. A timestamp will be automatically appended to the filename using a YYYY-MM-DD format. Example: bazaarvoice-order-data-2012-12-31.xml	
Triggering Event:	purchase (Purchase)	
	This determines whether to use the purchase date or ship date when calculating which purchases to include in the purchase feed.	
Days to Wait after Trigger Event:	<input type="text" value="0"/> (Integer)	1
	This value represents the number of days to wait after the triggering event until including the transaction in the exported feed.	
Number of Days Worth of Transactions in Past to Retrieve:	<input type="text" value="30"/> (Integer)	30
	This value represents the number of days of historical transactions to include in the feed. This cartridge keeps track of which Orders have already been included in a previous purchase feed in an effort to avoid sending duplicate emails to customers for the same order. This number should be larger than how long it typically takes to send out a shipment.	
Image Type:	<input type="text" value="small"/>	
	This is the Image Size type used in the feed. The value must match an existing Image Size type. If Image Type custom site preference is set to anything other than medium, then when the feed generator discovers a product that does not have that size type defined, the medium image will be used. If no medium image is set for that product, no image URL will be added in the feed	

Apply Reset

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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 > Job Schedules**.
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**.

Setting up Ratings & Reviews

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

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.

Adding Ratings & Reviews to the Product Page

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

Configuring R&R Site Preferences

Complete the following steps to configure the R&R Custom Site Preferences.

1. Navigate to **Site > Site Preferences > Custom Site Preferences > Bazaarvoice R&R Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. Check the **Bazaarvoice R&R** checkbox.
 - b. **Bazaarvoice Ratings & Reviews Display Code Mapping** using the value provided by your Bazaarvoice representative.

4. Click **Apply**.

Custom Site Preference Groups > Bazaarvoice R&R Settings

Custom Site Preferences

This page allows you to define the custom site preferences of group Bazaarvoice R&R Settings.
For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value.
To save your settings, press the 'Apply' button.

Instance Type: Staging ▼ Apply

Preference Name	'Staging' Value	Default Value
Bazaarvoice R&R:	<input checked="" type="checkbox"/> Turn on Bazaarvoice Ratings & Reviews. This will enable display of R&R content on your product pages.	true
R&R Display Code Mapping:*	<input type="text" value="4392-en_us"/> Add another value	

Note: The Display Code Mapping setting can be set to a single display code, or a mapping of a DW Locale ID to BV display code.

Format: ["(DW Locale ID)":](BV Display Code base[-locale])"

Example Setting	Result
1234	BV appears on the default DW Locale ID; this format can only be used when one mapping exists.
1234-en_us	Same as previous case.
"en": "1234-en_us"	BV appears on the DW Locale with Locale ID = "en"
"fr_CA": "1234-fr_ca"	BV appears on the DW Locale with Locale ID = "fr_CA"

5. Click **Add another value** to configure additional mappings. See "[Configuring Multi-Locale DW Site to Map to Single BV Instance](#)" for more information.

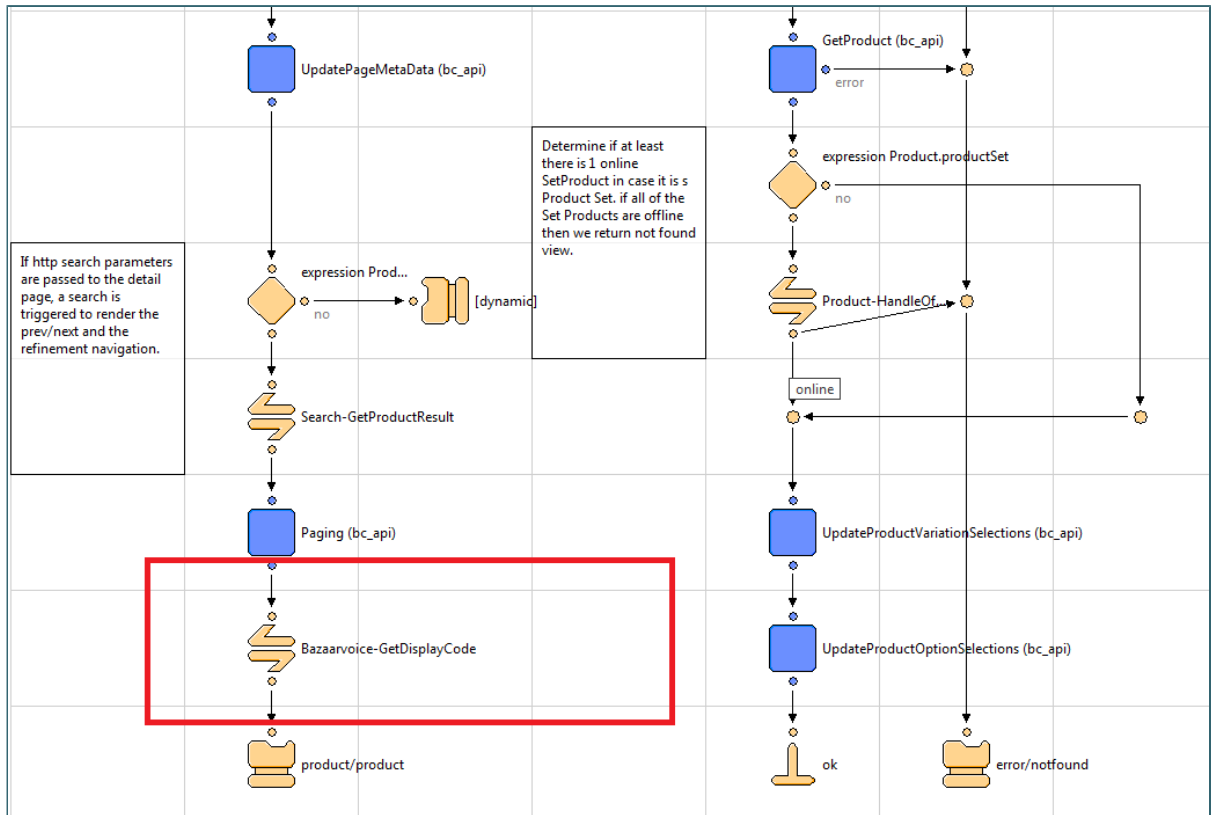
Update Product Page Pipeline

The is one call node to Bazaarvoice-GetDisplayCode that needs to be added to the Product-Show pipeline.

Perform the following steps:

1. Open Product.xml with the pipeline editor.
2. Insert a call node at the end of Product-Show, before the interaction node.

3. Point the new call node to Bazaarvoice-GetDisplayCode.



Updating Demandware Product Page Templates

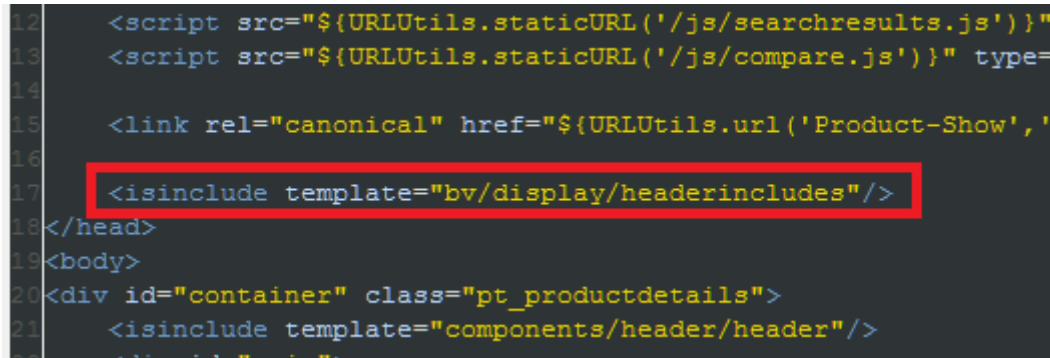
To integrate the R&R display templates, add the following `<isinclude>` elements to the various templates that comprise the product information page.

- 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_productdetail.isml** immediately before the close of the head tag.

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



```

12 <script src="${URLUtils.staticURL('/js/searchresults.js')}"
13 <script src="${URLUtils.staticURL('/js/compare.js')}" type=
14
15 <link rel="canonical" href="${URLUtils.url('Product-Show',
16
17 <isinclude template="bv/display/headerincludes"/>
18 </head>
19 <body>
20 <div id="container" class="pt_productdetails">
21   <isinclude template="components/header/header"/>

```

Ratings Summary Include

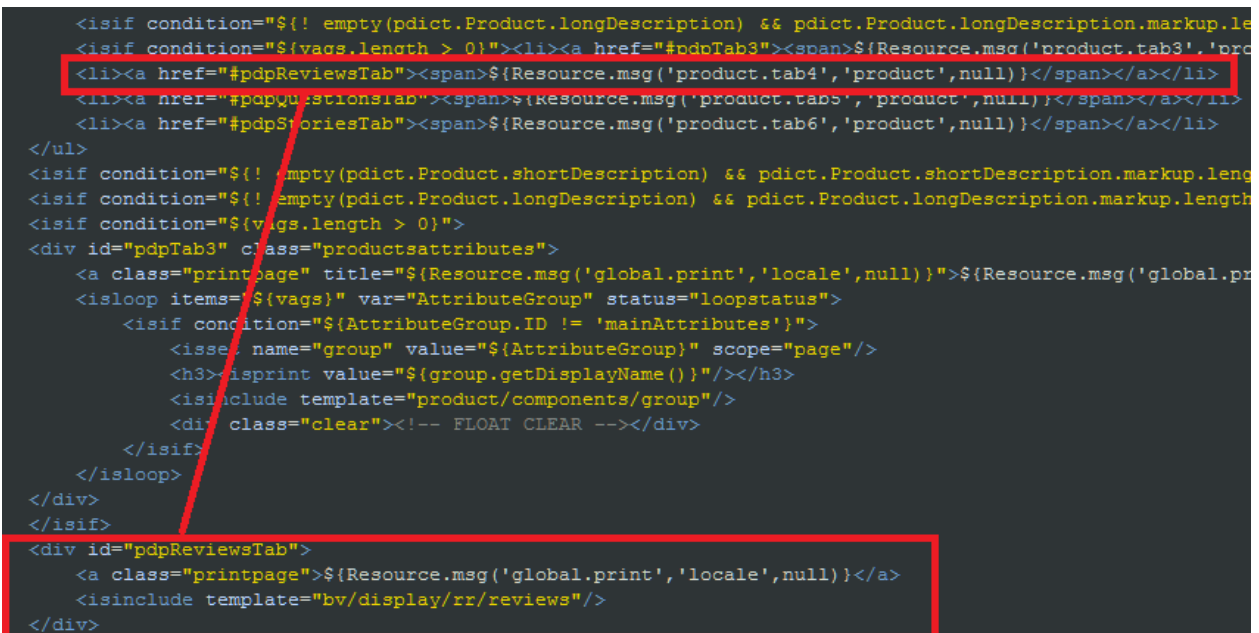
Place the following `<isinclude>` element in the product information ISML template in which you want to display the ratings summary block. If your store is based on SiteGenesis, add this element to **product.isml**, replacing the existing include for **product/components/reviewsmini**.

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

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 **product.isml**, replacing the existing include for **product/components/reviews**. The `<div>` tag id needs to match with the link location on tab.

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



```

<isif condition="${! empty(pdct.Product.longDescription) && pdct.Product.longDescription.markup.length > 0}">
<isif condition="${! empty(pdct.Product.shortDescription) && pdct.Product.shortDescription.markup.length > 0}">
<isif condition="${! empty(pdct.Product.longDescription) && pdct.Product.longDescription.markup.length > 0}">
<div id="pdpTab3" class="productsattributes">
  <a class="printpage" title="${Resource.msg('global.print','locale',null)}">${Resource.msg('global.print','locale',null)}</a>
  <isloop items="${vags}" var="AttributeGroup" status="loopstatus">
    <isif condition="${AttributeGroup.ID != 'mainAttributes'}">
      <isset name="group" value="${AttributeGroup}" scope="page"/>
      <h3>isprint value="${group.getDisplayName()}"</h3>
      <isinclude template="product/components/group"/>
      <div class="clear"><!-- FLOAT CLEAR --></div>
    </isif>
  </isloop>
</div>
</isif>
<div id="pdpReviewsTab">
  <a class="printpage">${Resource.msg('global.print','locale',null)}</a>
  <isinclude template="bv/display/rr/reviews"/>
</div>

```

Note: If your site is based on SiteGenesis, remove the `<div>` container that contains the class `reviewlinks`.

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 Ratings & Reviews Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Add the following code to the Show Reviews Tab Javascript `jQuery ('#pdpTabsDiv ').tabs('select', 'pdpReviewsTab ');`
4. Click **Apply**.

Adding Inline Ratings to Category and/or Search Results Pages

The following sections describe the steps to implement Inline Ratings.

1. Configure Custom Site Preferences
2. Setup Scheduled Job to import statistics
3. Update Category and Search Results page templates
4. Replace default star images (optional)

Inline Ratings Feed Import Custom Site Preferences

Complete the following steps to configure the Inline Ratings Custom Site Preferences.

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Site Preferences > Bazaarvoice Inline Ratings Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. Check the **Bazaarvoice Inline Ratings** checkbox.
 - b. **Bazaarvoice Inline Ratings Feed Path** (keep the default value of **"feeds"**)
 - c. **Bazaarvoice Inline Ratings Feed File Name** value using the value provided by your Bazaarvoice representative (Usually this value is **"bv_client_ratings.xml"**, with **"client"** replaced with the customer name).
4. Click **Apply**.

Custom Site Preference Groups > Bazaarvoice Inline Rating Settings

Custom Site Preferences

This page allows you to define the custom site preferences of group Bazaarvoice Inline Rating Settings.
For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value.
To save your settings, press the 'Apply' button.

Instance Type: Sandbox / Development Apply

Preference Name	'Sandbox / Development' Value	Default Value
Bazaarvoice Inline Ratings:	<input checked="" type="checkbox"/>	false
Turn on Inline Ratings. This will enable importing ratings feeds from the Bazaarvoice SFTP server and display them as inline star ratings in search results.		
Bazaarvoice Inline Rating Feed Path:	<input type="text" value="feeds"/>	feeds
Bazaarvoice Inline Rating Feed Filename:	<input type="text" value="bv_mycompanyname_ratings.xml"/>	bv_[client]_ratings.xml

Apply Reset

<< Back

Setup Schedule Job to Import the Inline Ratings Feed

A scheduled job must be created to import the BV XML ratings feed on a recurring daily basis.

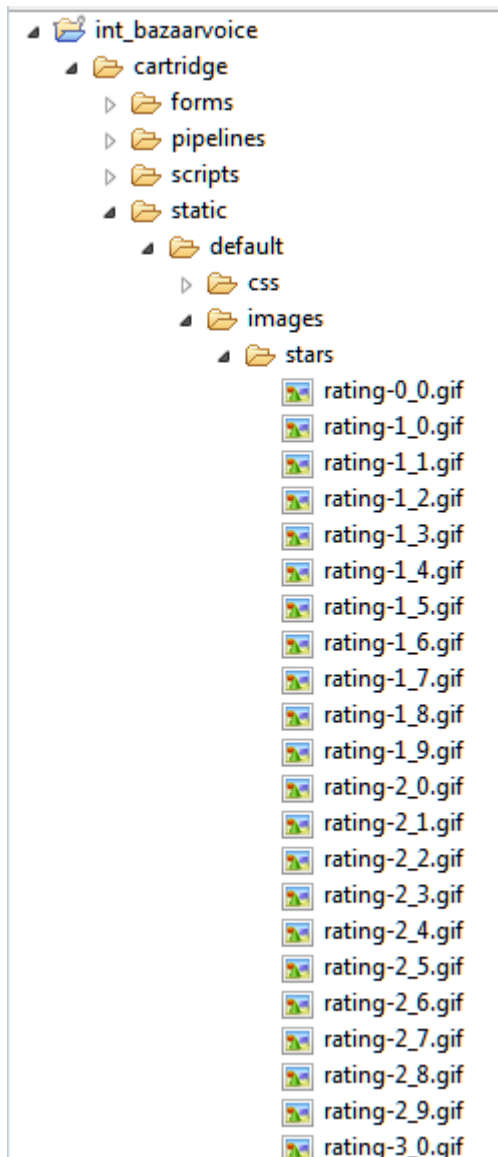
1. Navigate to **Administration > Operations > Job Schedules**.
2. Click **New**.
3. On the **General** tab, enter the following:
 - a. **Name:** ImportinlineRatingsFeed
 - b. Select the **Enabled** checkbox.
 - c. **Execution Scope:** Sites
 - d. **Pipeline:** BazaarvoiceData
 - e. **Start Node:** ImportRatingFeed
 - f. Select **Recurring Interval** and set schedule to daily (set to coordinate with BV schedule for generating the XML ratings feed).
4. On the **Sites** tab, select the desired Site(s).
5. On the **Notification** tab (or on the **Resources** tab for the 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**.

Update Star Image Repository

The Bazaarvoice LINK cartridge includes a default set of star ratings images. The images are located in `int_bazaarvoice/static/default/images/stars`.

These default stars can be replaced with client-specific star images (those that appear in the Bazaarvoice-hosted ratings summary block on the product page). Contact Bazaarvoice for a copy of the star images used in the BV-hosted display.

Replace the existing default images with the custom images, renaming the images to match the default image filename pattern (see figure below).



Updating Demandware Category and/or Search Results Templates

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 **productsearchhittile.isml** so that it appears immediately beneath the product image and title on your category pages and search results pages.

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

```
</div><!-- END: pricing -->
```

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

```
<div class="promo">
```

```
<iscomment>Render information on active product promotions</iscomment>
```

```
<isset name="promos" value="{dw.campaign.PromotionMgr.activeCustomerP
```

```
<isif condition="{!empty(promos)}">
```

```
<isloop items="{promos}" var="promo">
```

```
<div class="promotionalMessage">
```

```
<iscomment>Render information on active product promotions</iscomment>
```

Setting up Ask and Answer

This section describes the steps required to setup Ask & Answer.

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 Ask and Answer Site Preferences

Complete the following steps to configure the A&A Custom Site Preferences.

1. Navigate to **Site > Site Preferences > Custom Site Preferences > Bazaarvoice A&A Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. Check the **Bazaarvoice A&A** checkbox.
 - b. **Bazaarvoice Ask & Answer Display Code Mapping** using the value provided by your Bazaarvoice representative.

4. Click **Apply**.

Custom Site Preference Groups > Bazaarvoice A&A Settings

Custom Site Preferences

This page allows you to define the custom site preferences of group Bazaarvoice A&A Settings.
For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value.
To save your settings, press the 'Apply' button.

Instance Type: Staging ▼ Apply

Preference Name	'Staging' Value	Default Value
Bazaarvoice A&A:	<input checked="" type="checkbox"/>	false
Turn on Bazaarvoice Ask & Answer. This will enable display of A&A content on your product and category pages.		
A&A Display Code Mapping: *	<input type="text" value="4392-en_us"/> Add another value	

Note: The Display Code Mapping setting can be set to a single display code, or a mapping of a DW Locale ID to BV display code.

Format: ["(DW Locale ID)":](BV Display Code base[-locale])"

Example Setting	Result
1234	BV appears on the default DW Locale ID; this format can only be used when one mapping exists.
1234-en_us	Same as previous case.
"en": "1234-en_us"	BV appears on the DW Locale with Locale ID = "en"
"fr_CA": "1234-fr_ca"	BV appears on the DW Locale with Locale ID = "fr_CA"

5. Click **Add another value** to configure additional mappings. See "[Configuring Multi-Locale DW Site to Map to Single BV Instance](#)" for more information.

Adding Ask & Answer to Product or Category Pages

Ask & Answer can be deployed on Product pages and/or Category pages. Note the separate instructions for deploying on these target pages.

Adding Ask & Answer to the Product Page

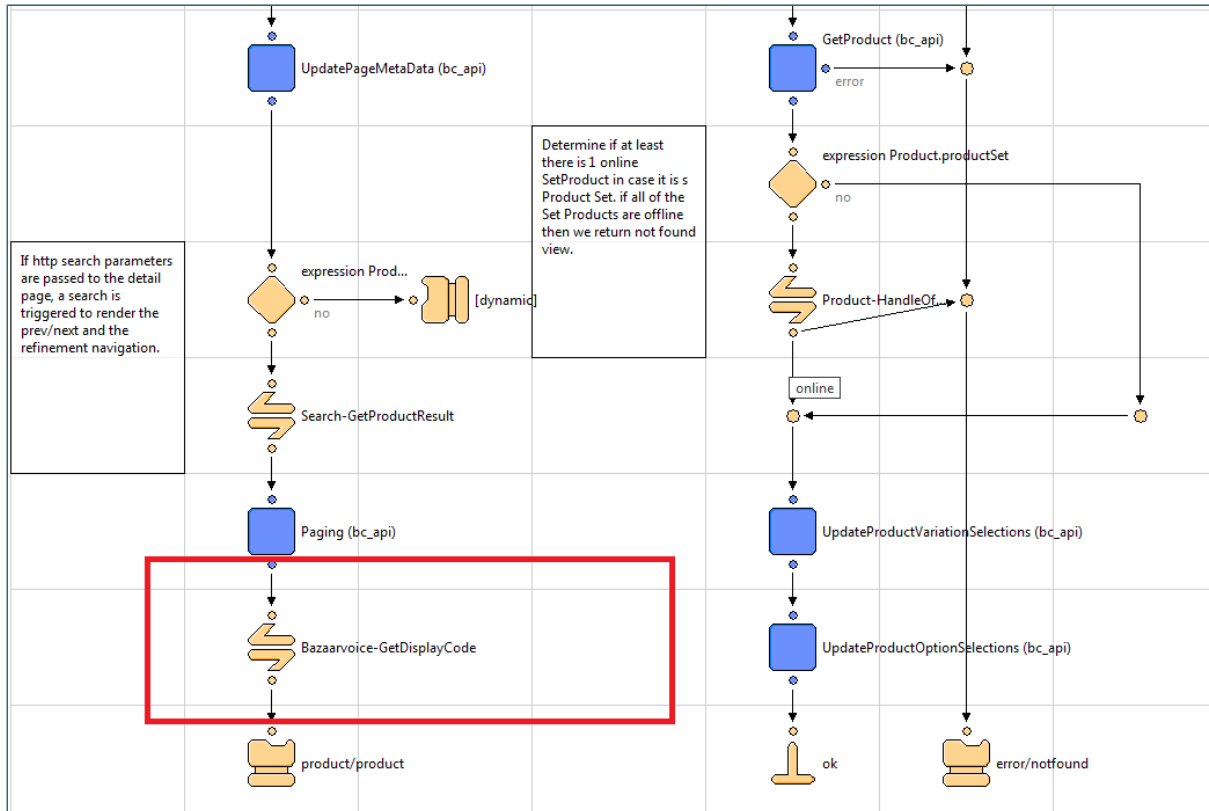
The following sections describe the steps to implement Ask & Answer on the product page.

Update Product Page Pipeline

There is one call node to Bazaarvoice-GetDisplayCode that needs to be added to the Product-Show pipeline.

Perform the following steps:

1. Open Product.xml with the pipeline editor.
2. Insert a call node at the end of Product-Show, before the interaction node.
3. Point the new call node to Bazaarvoice-GetDisplayCode.



Updating Demandware Product Page Templates

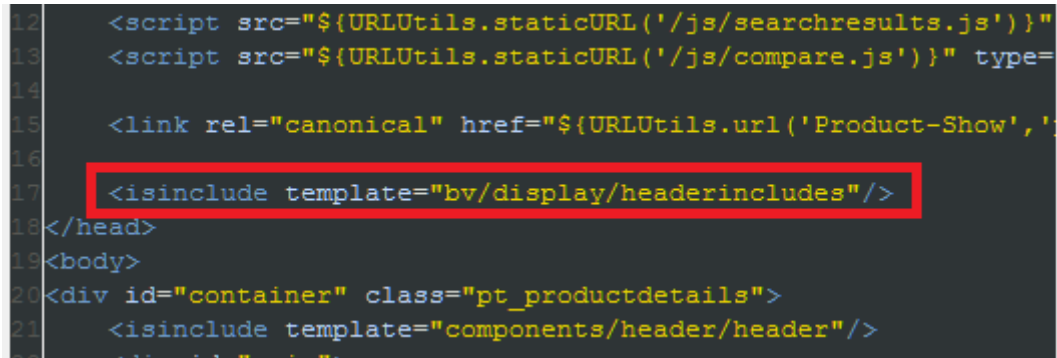
To integrate the A&A display templates, add the following <isinclude> elements to the various templates that comprise the product information page.

- 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_productdetail.isml** immediately before the close of the head tag.

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



The screenshot shows a code editor with an ISML template. Line 17 contains the code `<isinclude template="bv/display/headerincludes"/>`, which is highlighted with a red rectangle. The surrounding code includes script tags for search results and compare functions, a canonical link tag, and a body section with a container div and another include tag for a header.

Question and Answer Summary Include

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

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

A&A Question and Answer Content Include

Place the following `<isinclude>` element in the product information ISML template in which you want to display the actual A&A content. If your store is based on SiteGenesis, add this element to **product.isml**.

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

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

Include the following line in **pdpTabsDiv** as a list item:

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

Include the following code after **phpReviewsTab**:

```
<div id="pdpQuestionsTab">
<a class="printpage">${Resource.msg('global.print','locale',null)}</a>
<isinclude template="bv/display/qa/questions"/>
</div>
```

```
<div id="pdpTabsDiv" class="product_tabs">
  <ul>
    <isif condition="${! empty(pdct.Product.shortDescription) && pdct.Product.shortDescription.markup.length > 0}">
      <isif condition="${! empty(pdct.Product.longDescription) && pdct.Product.longDescription.markup.length > 0}">
        <isif condition="${vags.length > 0}">
          <li><a href="#pdpTab3"><span>${Resource.msg('product.tab3','product',null)}</span></a></li>
          <li><a href="#pdpReviewsTab"><span>${Resource.msg('product.tab4','product',null)}</span></a></li>
          <li><a href="#pdpQuestionsTab"><span>${Resource.msg('product.tab5','product',null)}</span></a></li>
          <li><a href="#pdpStoriesTab"><span>${Resource.msg('product.tab6','product',null)}</span></a></li>
        </isif>
      </isif>
    </isif>
  </ul>
  <isif condition="${! empty(pdct.Product.shortDescription) && pdct.Product.shortDescription.markup.length > 0}">
    <isif condition="${! empty(pdct.Product.longDescription) && pdct.Product.longDescription.markup.length > 0}">
      <isif condition="${vags.length > 0}">
        <div id="pdpTab3" class="productsattributes">
          <a class="printpage" title="${Resource.msg('global.print','locale',null)}">${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"/>
              <div class="clear"><!-- FLOAT CLEAR --></div>
            </isif>
          </isloop>
        </div>
      </isif>
    </isif>
  </isif>
  <div id="pdpReviewsTab">
    <a class="printpage">${Resource.msg('global.print','locale',null)}</a>
    <isinclude template="bv/display/rr/reviews"/>
  </div>
  <div id="pdpQuestionsTab">
    <a class="printpage">${Resource.msg('global.print','locale',null)}</a>
    <isinclude template="bv/display/qa/questions"/>
  </div>
</div>
```

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

```
10 product.tab1=Description
11 product.tab2=Product Details
12 product.tab3=Attributes
13 product.tab4=Reviews
14 product.tab5=Q&A
15 product.tab6=Stories
16 product.pwrheader=In order to write a product review you must login into your account
```

Include JavaScript in a custom site preference.

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Site Preferences > Bazaarvoice Ratings & Reviews Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Add the following code to the **Show Reviews Tab Javascript** preference: `jQuery ('# pdpTabsDiv').tabs('select', ' pdpReviewsTab');`
4. Click **Apply**.

Adding Ask and Answer to the Category Page

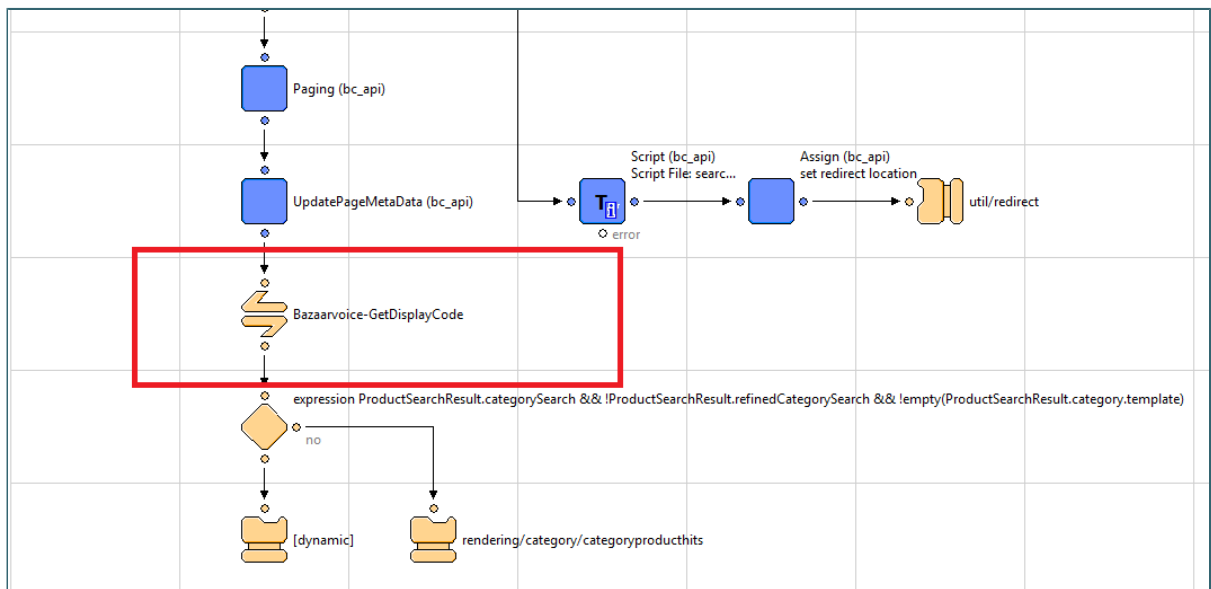
The following sections describe the steps to implement Ask & Answer on the category page.

Updating Category Page Pipelines

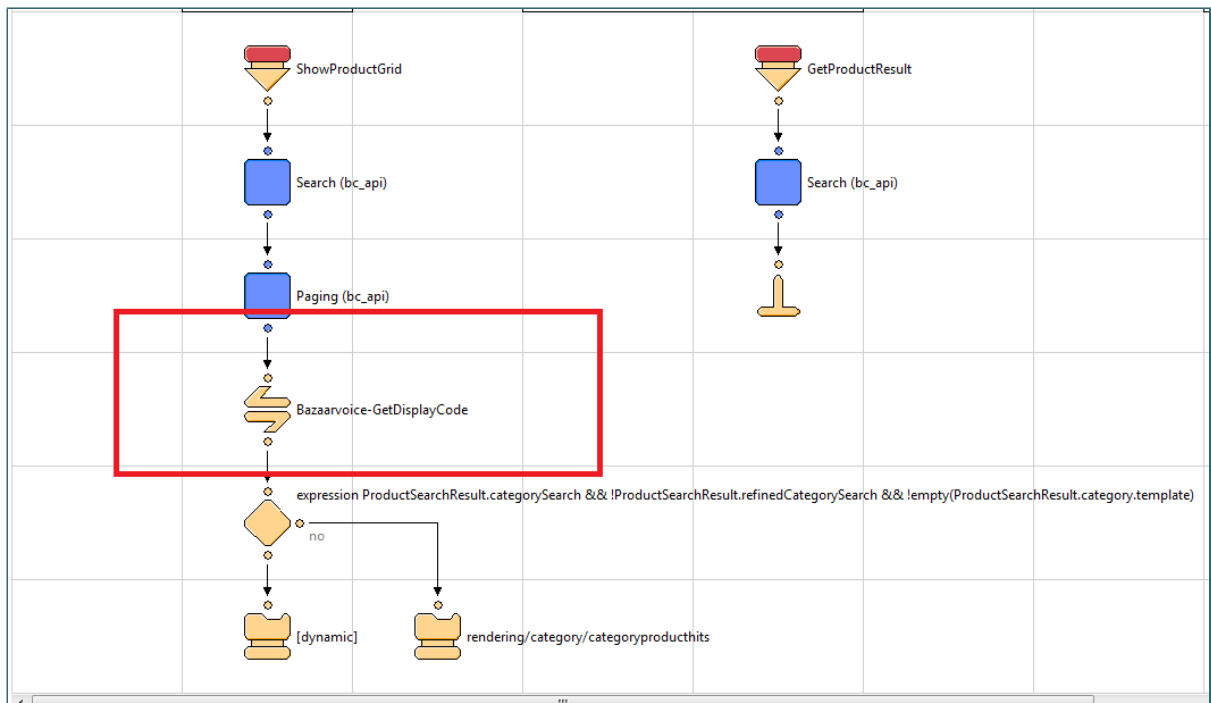
A call node to Bazaarvoice-GetDisplayCode is needed in both the Search-Show and Search-ShowProductGrid pipelines.

Perform the following steps:

1. Open Search.xml with the pipeline editor.
2. Insert a call node at the end of Search-Show, after the UpdatePageMetaData pipelet. Point this new call node to Bazaarvoice-GetDisplayCode.



3. Insert a call node at the end of Search-ShowProductGrid, after the Paging pipelet. Point this new call node to Bazaarvoice-GetDisplayCode.



Updating Demandware Category Page Templates

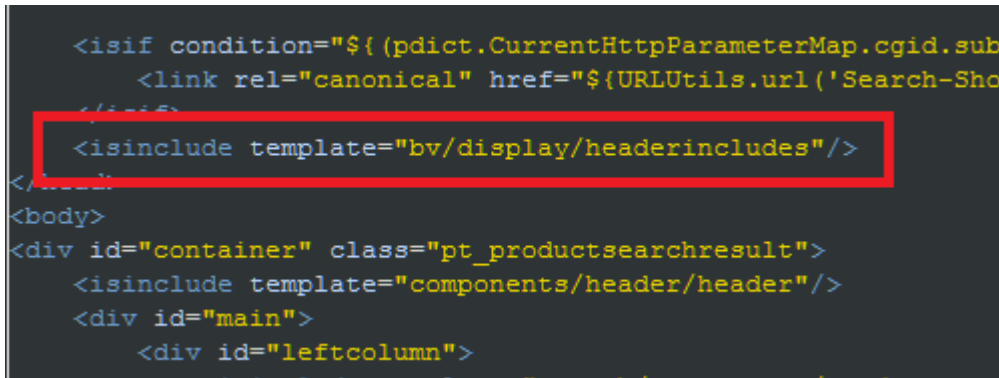
To integrate the A&A display templates, add the following `<isinclude>` elements to the various templates that comprise the product information page.

- 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_productsearchresult.isml**, immediately before the close of the head tag.

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



Question and Answer Summary Include

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

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

Question and Answer Content Include

Place the following `<isinclude>` element in the category information ISML template in which you want to display the actual A&A content. If your store is based on SiteGenesis, add this element to **pt_productsearchresult.isml**.

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

Setting up Stories

This section describes the steps required to setup stories.

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 Stories Site Preferences

Complete the following steps to configure the Stories Custom Site Preferences.

1. Navigate to **Site > Site Preferences > Custom Site Preferences > Bazaarvoice Stories Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Set the following:
 - a. Check the **Bazaarvoice Stories** checkbox.
 - b. **Bazaarvoice Stories Display Code Mappings** using the value provided by your Bazaarvoice representative.

4. Click **Apply**.

[Custom Site Preference Groups](#) > Bazaarvoice Stories Settings

Custom Site Preferences

This page allows you to define the custom site preferences of group Bazaarvoice Stories Settings. For each Demandware instance type, you can enter a different preference value. Use the select box to switch between instance types. If no value is defined for a preference, the system uses the defined default value. To save your settings, press the 'Apply' button.

Instance Type: Staging Apply

Preference Name	'Staging' Value	Default Value
Bazaarvoice Stories:	<input checked="" type="checkbox"/>	false
Turn on Bazaarvoice Stories. This will enable display of Stories content on your product and category pages.		
Stories Display Code Mapping:*	4392-en_us Add another value	

Note: The Display Code Mapping setting can be set to a single display code, or a mapping of a DW Locale ID to BV display code.

Format: ["(DW Locale ID)":](BV Display Code base[-locale])"

Example Setting	Result
1234	BV appears on the default DW Locale ID; this format can only be used when one mapping exists.
1234-en_us	Same as previous case.
"en": "1234-en_us"	BV appears on the DW Locale with Locale ID = "en"
"fr_CA": "1234-fr_ca"	BV appears on the DW Locale with Locale ID = "fr_CA"

5. Click **Add another value** to configure additional mappings. See "[Configuring Multi-Locale DW Site to Map to Single BV Instance](#)" for more information.

Add Stories to Product or Category Pages

Stories can be deployed on Product pages and/or Category pages. Note the separate instructions for deploying on these target pages.

Adding Stories to the Product Page

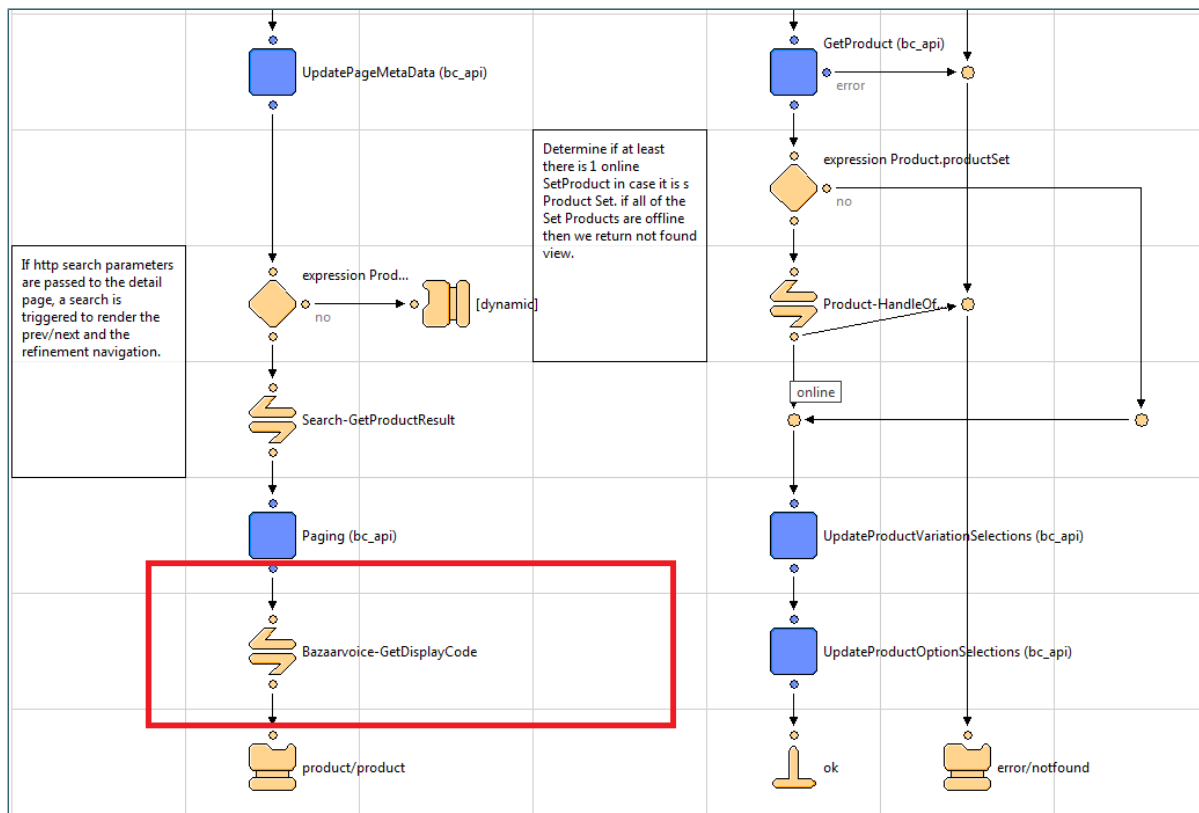
The following sections describe the steps to implement Stories on the product page.

Update Product Page Pipeline

There is one call node to Bazaarvoice-GetDisplayCode that needs to be added to the Product-Show pipeline.

Perform the following steps:

1. Open Product.xml with the pipeline editor.
2. Insert a call node at the end of Product-Show, before the interaction node.
3. Point the new call node to Bazaarvoice-GetDisplayCode.



Updating Demandware Product Page Templates

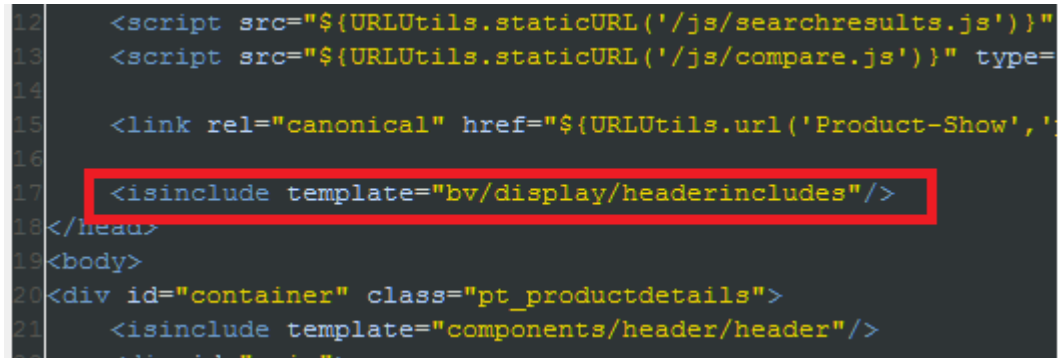
To integrate the Stories display templates, add the following `<isinclude>` elements to the various templates that comprise the product information page.

- Header Includes
- Stories Summary Include
- Stories Content Include

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_productdetail.isml** immediately before the close of the head tag.

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



The screenshot shows a code editor with an ISML template. Line 17 contains the code `<isinclude template="bv/display/headerincludes"/>`, which is highlighted with a red rectangle. The surrounding code includes script tags for search results and compare, a canonical link tag, and a body section with a container div and another include tag for the header.

Stories Summary Include

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

```
<isinclude template="bv/display/sy/storysummary"/>
```

Stories Content Include

Place the following `<isinclude>` element in the product information ISML template in which you want to display the actual Stories content. If your store is based on SiteGenesis, add this element to **product.isml**.

```
<isinclude template="bv/display/sy/stories"/>
[need image]
```

Putting Stories content behind a tab

To add a Stories tab on product page (and if your store is based on SiteGenesis) code must be included on the product page, **product.isml**. The `<div>` tag id needs to match with the link location on tab.

Include the following line in **pdpTabsDiv** as a list item:

```
<li><a href="#pdpStoriesTab"><span>${Resource.msg('product.tab6','product',null)}</span></a></li>
```

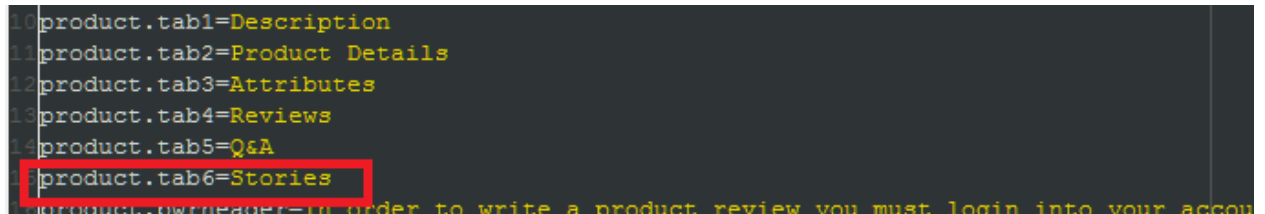
Include the following code after **phpReviewsTab**:

```
<div id="pdpStoriesTab">
<a class="printpage">${Resource.msg('global.print','locale',null)}</a>
<isinclude template="bv/display/sy/stories"/>
</div>
```



```
<li><a href="#pdpQuestionsTab"><span>${Resource.msg('product.tab5','product',null)}</span></a></li>
<li><a href="#pdpStoriesTab"><span>${Resource.msg('product.tab6','product',null)}</span></a></li>
</ul>
<isif condition="${! empty(pdct.Product.shortDescription) }&& pdct.Product.shortDescription.markup.length > 0">
<isif condition="${! empty(pdct.Product.longDescription) }&& pdct.Product.longDescription.markup.length > 0">
<isif condition="${vars.length > 0}">
<div id="pdpTab3" class="productsattributes">
  <a class="printpage" title="${Resource.msg('global.print','locale',null)}">${Resource.msg('global.print','locale',null)}</a>
  <isloop items="${vargs}" var="AttributeGroup" status="loopstatus">
    <isif condition="${AttributeGroup.ID != 'mainAttributes'}">
      <isset name="group" value="${AttributeGroup}" scope="page"/>
      <h3><isprint value="${group.getDisplayName()}" /></h3>
      <isinclude template="product/components/group"/>
      <div class="clear"><!-- FLOAT CLEAR --></div>
    </isif>
  </isloop>
</div>
</isif>
<div id="pdpReviewsTab">
  <a class="printpage">${Resource.msg('global.print','locale',null)}</a>
  <isinclude template="bv/display/rr/reviews"/>
</div>
<div id="pdpQuestionsTab">
  <a class="printpage">${Resource.msg('global.print','locale',null)}</a>
  <isinclude template="bv/display/qa/questions"/>
</div>
<div id="pdpStoriesTab">
  <a class="printpage">${Resource.msg('global.print','locale',null)}</a>
  <isinclude template="bv/display/sy/stories"/>
</div>
</div>
```

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



```
10 product.tab1=Description
11 product.tab2=Product Details
12 product.tab3=Attributes
13 product.tab4=Reviews
14 product.tab5=Q&A
15 product.tab6=Stories
16 product.tab7=Reviews - in order to write a product review you must login into your account
```

Include JavaScript in a custom site preference.

1. Navigate to **Site > (select desired DW Site) > Site Preferences > Custom Site Preferences > Bazaarvoice Stories Settings**
2. Select the appropriate **Instance** (Sandbox/Development, Staging, Production), and click **Apply**.
3. Add the following code to the **Show Stories Tab Javascript** preference: `jQuery ('# pdpTabs Div').tabs('select', ' pdpStories Tab ');`
4. Click **Apply**.

Adding Stories to the Category Page

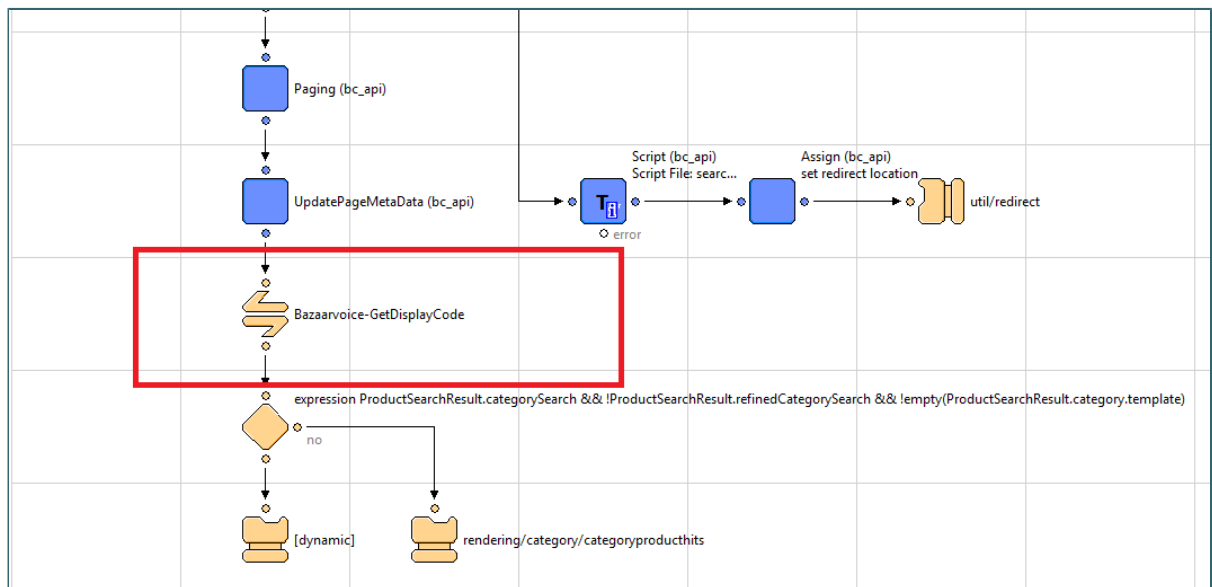
The following sections describe the steps to implement Stories on the category page.

Updating Category Page Pipelines

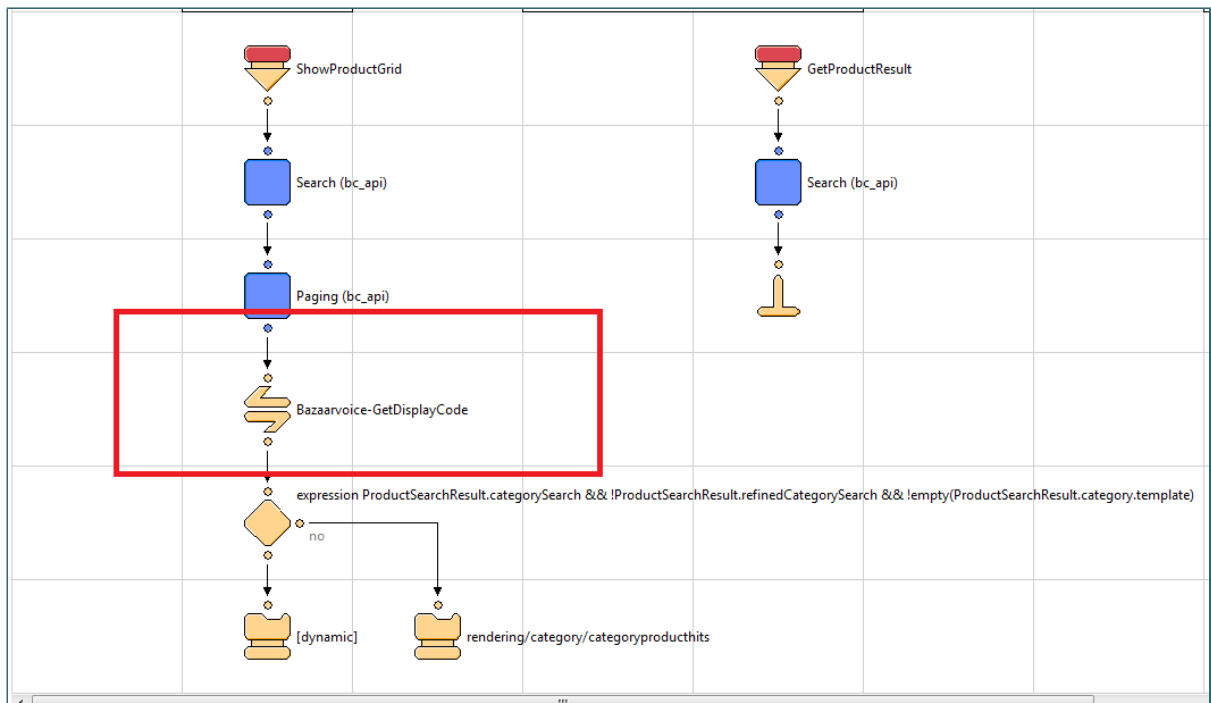
A call node to Bazaarvoice-GetDisplayCode is needed in both the Search-Show and Search-ShowProductGrid pipelines.

Perform the following steps:

1. Open Search.xml with the pipeline editor.
2. Insert a call node at the end of Search-Show, after the UpdatePageMetaData pipelet. Point this new call node to Bazaarvoice-GetDisplayCode.



3. Insert a call node at the end of Search-ShowProductGrid, after the Paging pipelet. Point this new call node to Bazaarvoice-GetDisplayCode.



Updating Demandware Category Page Templates

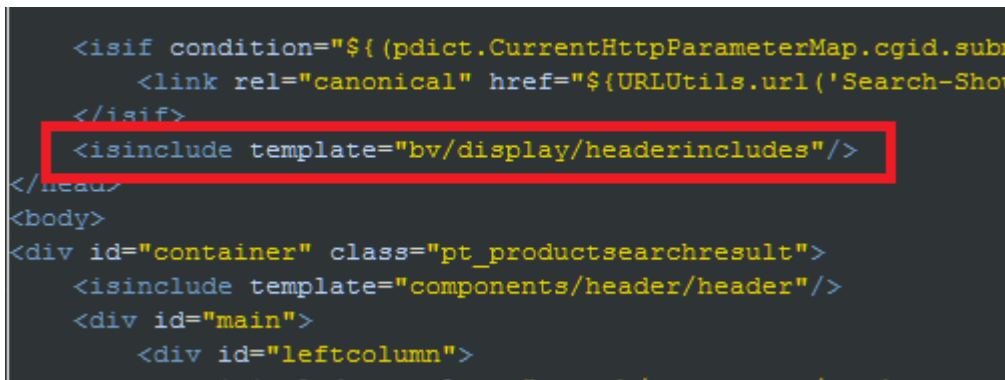
To integrate the Stories display templates, add the following `<isinclude>` elements to the various templates that comprise the product information page.

- Header Includes
- Stories Summary Include
- Stories Content Include

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_productsearchresult.isml**, immediately before the close of the head tag.

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



The screenshot shows a code editor with an ISML template. The following code is visible:

```
<isif condition="${ (pdict.CurrentHttpParameterMap.cgiid.sub
    <link rel="canonical" href="${URLUtils.url('Search-Sho
</isif>
<isinclude template="bv/display/headerincludes"/>
</head>
<body>
<div id="container" class="pt_productsearchresult">
    <isinclude template="components/header/header"/>
    <div id="main">
        <div id="leftcolumn">
```

The line `<isinclude template="bv/display/headerincludes"/>` is highlighted with a red rectangle, indicating where it should be placed before the closing head tag.

Stories Summary Include

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

```
<isinclude template="bv/display/sy/storysummary"/>
```

Stories Content Include

Place the following `<isinclude>` element in the category information ISML template in which you want to display the actual Stories content. If your store is based on SiteGenesis, add this element to **pt_productsearchresult.isml**.

```
<isinclude template="bv/display/sy/stories"/>
```

Advanced topics

The following are special considerations to be aware of.

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.
- Scheduled jobs only need to be created once, but must be associated with 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. See the following image.

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'.

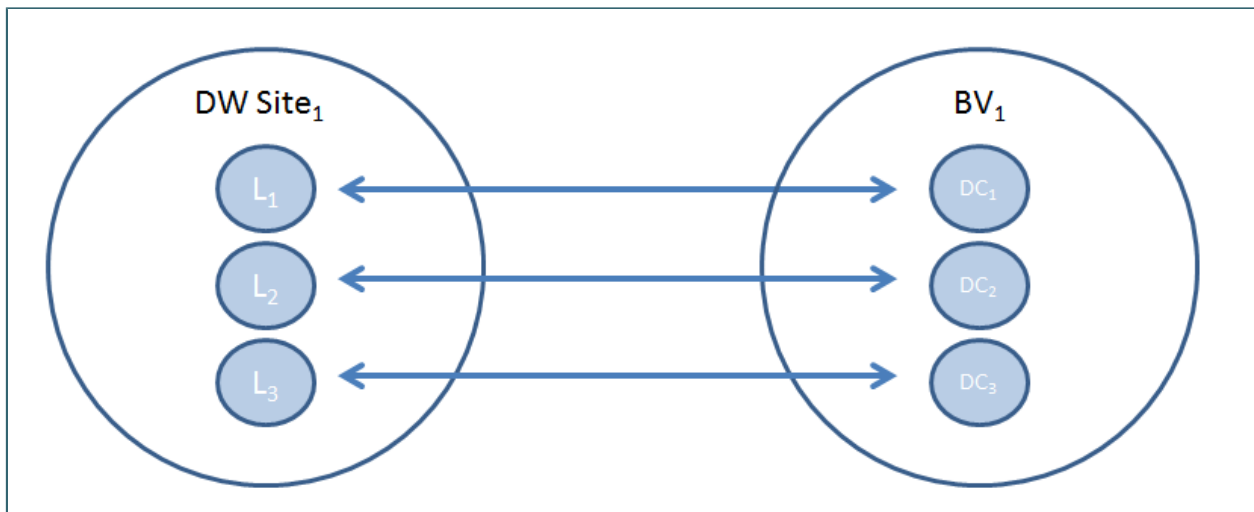
Select All	Name	ID	Type
<input type="checkbox"/>	Sites-Site	Sites-Site	Business Manager
<input checked="" type="checkbox"/>	SiteGenesis	SiteGenesis	Storefront
<input checked="" type="checkbox"/>	SiteGenesis French	SiteGenesis_fr	Storefront

Apply

<< Back to List

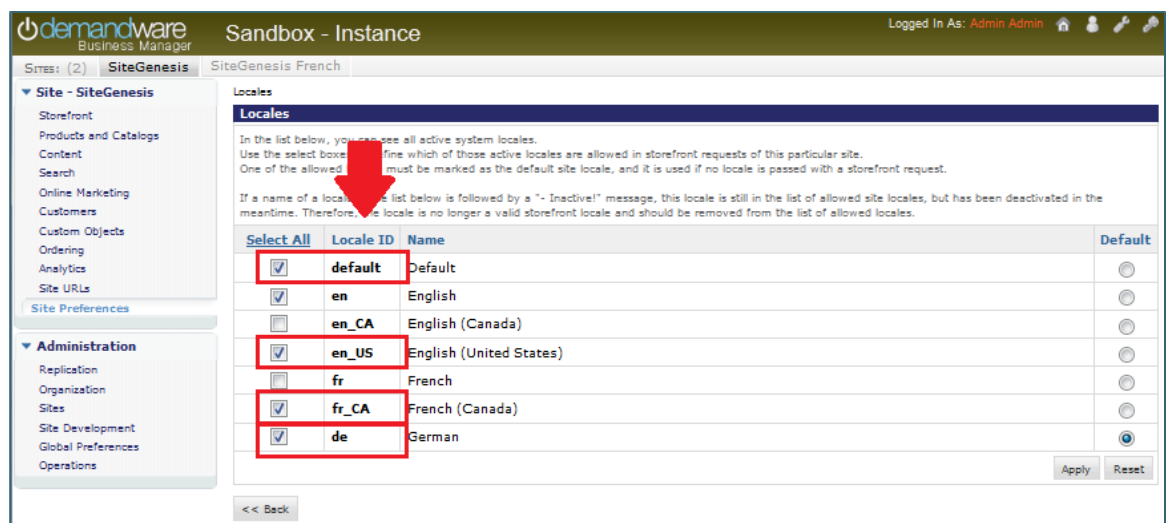
Configuring multi-locale DW Site to map to single BV instance

The following section describes the steps to configure a multi-locale DW Site to integrate with a single BV instance. The BV instance must be configured with display codes for each desired locale.



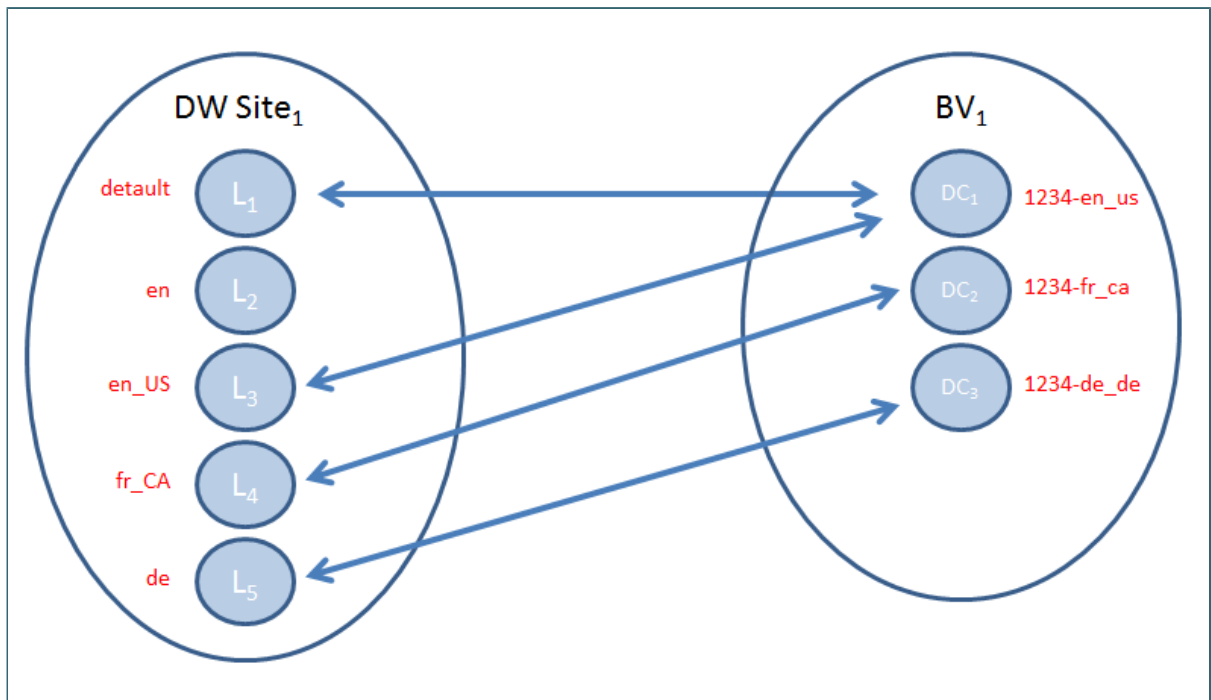
Complete the following steps:

1. Determine list of DW Locale IDs that should have BV integration.
 - a. Log in to Business Manager.
 - b. Click **Sites > [site] > Site Preferences > Locales**
 - c. Note the desired DW Locale IDs:



2. Determine the list of BV display codes enabled.
 - a. Contact your BV representative for display code values and SEO filenames for each desired locale.

- b. Confirm that locales are enabled prior to attempting to integrate (there may be additional BV charges for additional locales).
3. Determine mappings of DW Locale IDs to BV display codes.



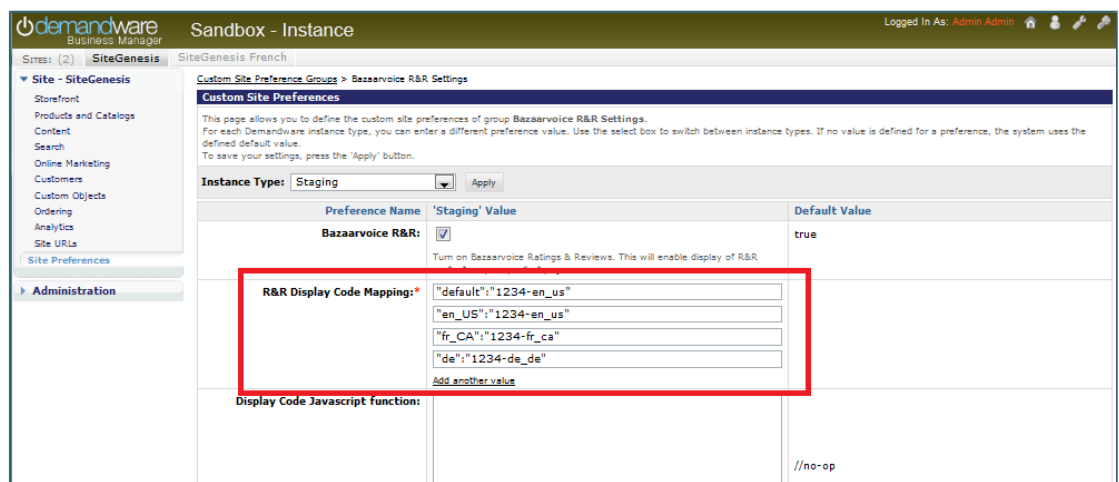
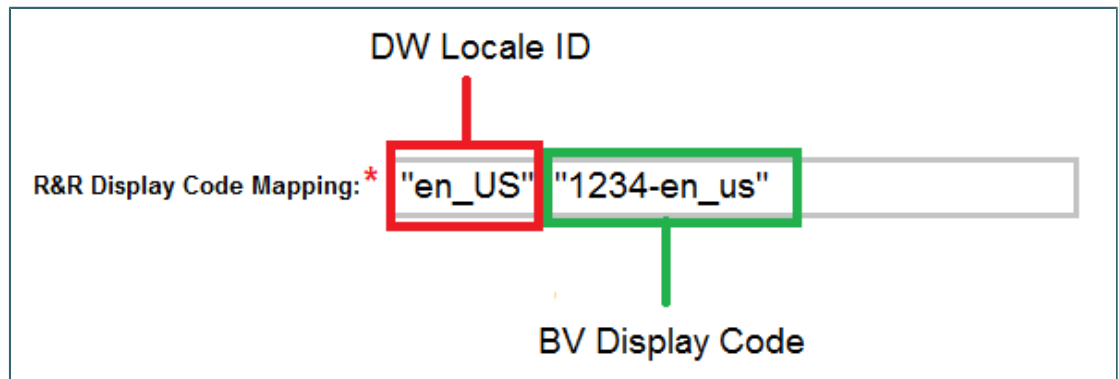
Example mapping table:

DW Locale ID	BV Display Code	Comment
default	1234-en_us	DW Locale ID "default" can be mapped
en	(not mapped)	DW Locale ID can be unmapped
en_US	1234-en_us	A specific BV Display Code can be mapped to multiple DW Locale IDs
fr_CA	1234-fr_ca	Typical mapping
de	1234-de_de	Two-letter DW Locale IDs can be mapped

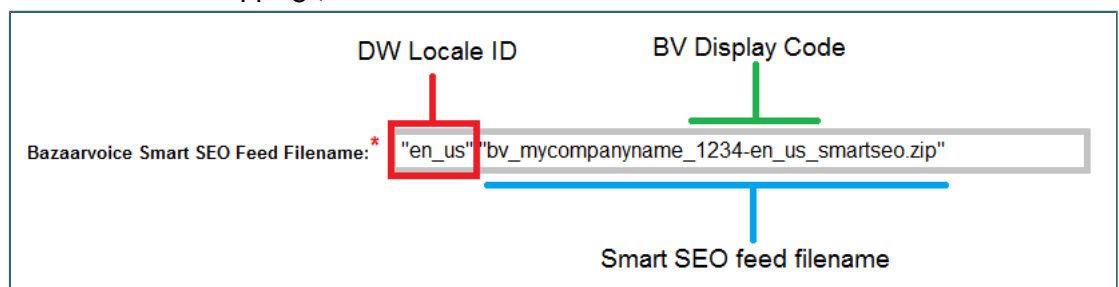
4. Create mappings in Custom Site Preferences.

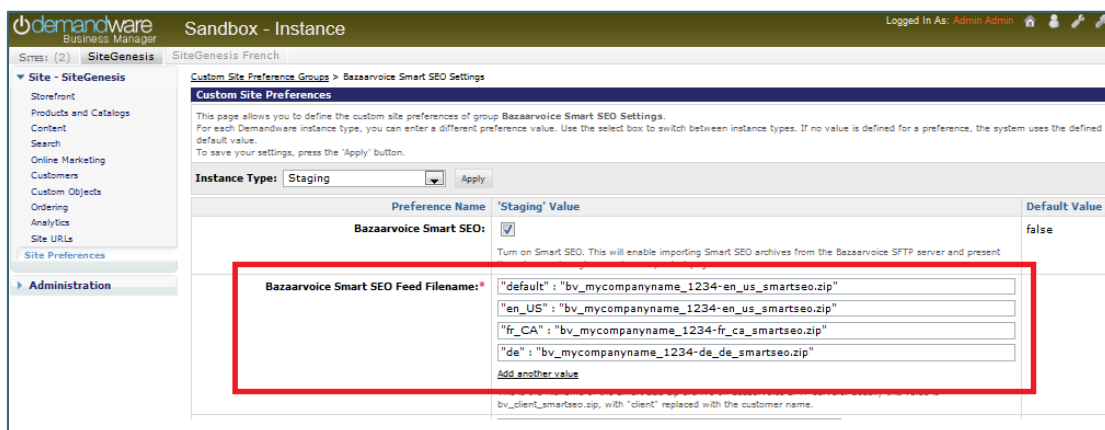
a. Bazaarvoice Ratings & Reviews Settings:

- a. Click **Site [Sites] > Site Preferences > Custom Preferences > Bazaarvoice R&R Settings**.
- b. Set **R&R Display Code Mapping** to desired mappings (click **Add Another Value** to create additional mappings).



- b. Complete the previous steps for Ask & Answer or Stories (if applicable).
- c. Set the Bazaarvoice Smart SEO Settings (SEO filename preference).
 - a. Click **Site [Sites] > Site Preferences > Custom Preferences > Bazaarvoice Smart SEO Settings**
 - b. Set **Bazaarvoice Smart SEO feed filename** to desired mappings (click **Add Another Value** to create additional mappings).





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.

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 the following:

- Inline ratings statistics next to each tiled product
- Bazaarvoice Ask & Answer (category level Q&A content)
- Bazaarvoice Stories (category level Story content)

<http://bazaarvoice01.tech-prtnr-na01.dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/default/Search-Show?cgid=mens-footwear-shoes>

Example Product Page

This example illustrates the following:

- Bazaarvoice Ratings & Reviews (product level review content)
- Bazaarvoice Ask & Answer (product level Q&A content)
- Bazaarvoice Stories (product level Story content)

http://bazaarvoice01.tech-prtnr-na01.dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/default/Product-Show?pid=VM_mnspalox44&dwvar_VM__mnspalox44_color=000170548242&start=3&cgid=mens-footwear-shoes



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