

Integration Guide

Integrating Bazaarvoice with Magento

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Integrating Bazaarvoice with Magento

This document provides technical instructions for installing the Bazaarvoice extension that lets you integrate Bazaarvoice solutions with a Magento storefront. It is intended for individuals who possess at least a general understanding of the following topics:

- Bazaarvoice Ratings & Reviews (R&R), Ask & Answer (A&A), Stories, or Active Profiles interface components
- Magento's e-commerce platform, including the following details:
 - File system
 - Templating system
 - Scheduled job functionality



Native Reviews

The Magento native reviews module must be disabled before R&R can be integrated with a Magento solution. For more information, see “Disabling the Native Reviews Module” on page 4.

The Magento Integration Plug-In, which is also referred to as the *Bazaarvoice cartridge*, provides the following integration points with Bazaarvoice solutions:

- R&R
- A&A
- Stories
- Active Profiles
- Product export feed generation
- Inline ratings feed consumption
- Smart SEO feed consumption
- Post-Interaction-Email (PIE) feed generation

If you have questions about the Bazaarvoice side of your implementation, contact your Bazaarvoice Client Representative or Implementation Engineer (IE). If you have questions about the Magento side of your implementation, contact your Magento representative.

Prerequisites

Ensure that the following prerequisites are satisfied before you install the Bazaarvoice extension:

- Your organization must be engaged with (or have recently been engaged with) Bazaarvoice regarding an integration project.

- Ensure that the appropriate technical and design configurations have been completed on the Bazaarvoice side.
- You must have access to your copy of the Bazaarvoice *QuickStart Implementation Guide*, which contains the following information:
 - Display code
 - FTP details
 - Bazaarvoice encoding key

This information is necessary to configure Bazaarvoice solutions in your store. Contact your IE if you do not have a copy of the *QuickStart Implementation Guide*.

- Remove references to the Magento native reviews module from template pages like the **Search Results** page and **Category Listings** page. For more information, see “Disabling the Native Reviews Module” on page 4.
- If you intend to run the import and export functions for data feeds, ensure that Cron Job has been set up appropriately. For more information, visit the following site:

http://www.magentocommerce.com/wiki/1_-_installation_and_configuration/how_to_setup_a_cron_job

Overview

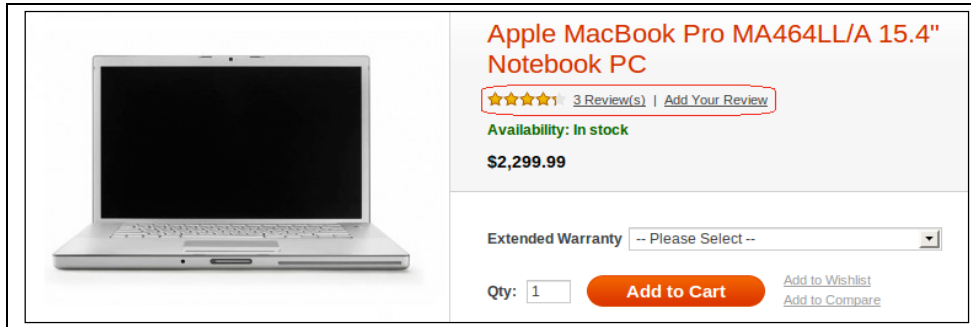
The task of installing the Bazaarvoice extension consists of the following subtasks:

1. Disabling the Magento native reviews module, if applicable.
2. Copying the Bazaarvoice TGZ extension file to a local directory on the Magento server.
3. Installing the Bazaarvoice extension on Magento.
4. Configuring the Bazaarvoice extension.
5. Modifying the template files that are associated with the Product and Category pages.

The following sections describe these subtasks in more detail.

Disabling the Native Reviews Module

If your storefront features the Magento native reviews module, the category- and product-specific pages display star ratings and links to reviews, as the following image shows.



If the Magento native reviews module is integrated with your storefront, disable it before configuring R&R.

1. Log in to the Magento **Admin Panel**.
2. From the row of menu tabs, choose **System** → **Configuration**.
The **General** page opens.
3. In the **Advanced** section of the navigation panel, click **Advanced**.
The **Advanced** page opens.
4. Select `Disable` from the **Mage_Rating** list box.
5. Select `Disable` from the **Mage_Review** list box.
6. Click **Save Config**.
7. Clear your cached Magento pages.

Refer to your Magento documentation for more information on clearing your cached pages.

Copying the Bazaarvoice Extension File

The file `Bazaarvoice-5.1.2.tgz` contains the Bazaarvoice extension.

1. Contact a Bazaarvoice engineer to request a copy of the latest Magento extension package.
2. Place the extension package in a temporary location on the Magento server.

This document assumes that the file is stored in the following location:

```
/tmp/Bazaarvoice-5.1.2.tgz
```

Installing the Bazaarvoice Extension

Run the following commands on the Magento installation:

1. `cd /var/www/magento`
2. `./mage mage-setup`
3. `./mage install-file /tmp/Bazaarvoice-5.1.2.tgz`
4. `./mage list-installed`
5. `./mage clear-cache`

These commands assume that the root of the Magento installation is at `/var/www/magento`.

Configuring the Bazaarvoice Extension

1. Open the Magento **Admin Panel**.
2. Choose **System** → **Configuration**.
3. Under **General** in the navigation panel, click **Bazaarvoice**.
4. *Optional:* Select a language from the **Current Configuration Scope** list box.
5. *Optional:* Customize the appropriate configuration groups to configure the various Bazaarvoice solutions and products.

Skip this step if you intend to apply the same settings to all languages.

The configuration settings that you specify are associated with this language only. Descriptions next to each attribute explain the purpose of that attribute in detail.

Contact your Bazaarvoice IE if you have any questions or if you require further clarification regarding any of the attributes.

6. Click **Save Config**.
7. *Optional:* Repeat the previous four steps for any other languages that require their own configuration settings.

Integrating Bazaarvoice Templates into Your Storefront

The following topics describe how to integrate the various product-specific display templates into your storefront.



When using a custom design

The extension installs frontend design files into the **enterprise** design package. If you are using a different package for your storefront, please make sure to copy the following files and directories into the default theme of that package:

```
~/app/design/frontend/enterprise/default/layout/bazaarvoice.xml
~/app/design/frontend/enterprise/default/template/bazaarvoice/
```

Ratings & Reviews

Within the directory structure of your Magento installation, open the Product page template file `view.phtml`. This file typically resides in the following location:

```
/app/design/frontend/enterprise/default/template/catalog/product/view.phtml
```

Insert the following code where you want the Ratings Summary to appear:

```
<?php echo $this->getChildHtml('bv_reviewssummary') ?>
```

Insert the following code where you want the Reviews block to appear:

```
<?php echo $this->getChildHtml('bv_reviews') ?>
```

Perform the following steps to display an overall star-rating image next to a product, such as a Search page or a Category page that lists your products:

1. Ensure that the *inline ratings* feature is enabled in your backend configuration.
2. Open the following file in your Magento installation:

```
app/design/frontend/enterprise/default/template/catalog/product/list.phtml
```

3. Locate the line that resembles the following example:

```
$_helper = $this->helper('catalog/output');
```

4. Add the following code immediately after this line:

```
$_bvHelper = $this->helper('bazaarvoice/data');
```

5. In the same file, locate the two occurrences of the following text:

```
<h2 class="product-name">
```

6. Add the following code immediately after the `</h2>` element that closes each occurrence:

```
<?php echo $_bvHelper->getInlineRatingsHtml($_product, $this); ?>
```

Ask & Answer

Within the directory structure of your Magento installation, open the Product or Category page template file `view.phtml`, as appropriate. This file typically resides in the following locations:

- Product page template file:

```
/app/design/frontend/enterprise/default/template/catalog/product/view.phtml
```

- Category page template file:

```
/app/design/frontend/enterprise/default/template/catalog/category/view.phtml
```

Insert the following code where you want the Question Summary to appear:

```
<?php echo echo $this->getLayout()->getBlock('questionsummary')->toHtml(); ?>
```

Insert the following code where you want the Questions & Answers block to appear:

```
<?php echo $this->getLayout()->getBlock('questions')->toHtml(); ?>
```

Stories

Within the directory structure of your Magento installation, open the Product or Category page template file `view.phtml`, as appropriate. This file typically resides in the following locations:

- Product page template file:

```
/app/design/frontend/enterprise/default/template/catalog/product/view.phtml
```

- Category page template file:

```
/app/design/frontend/enterprise/default/template/catalog/category/view.phtml
```

Insert the following code where you want the Story Summary to appear:

```
<?php echo $this->getLayout()->getBlock('storysummary')->toHtml(); ?>
```

Insert the following code where you want the Stories block to appear:

```
<?php echo $this->getLayout()->getBlock('stories')->toHtml(); ?>
```

Active Profiles

Bazaarvoice Active Profiles is unique among Bazaarvoice products in that the corresponding Bazaarvoice extension provides the following elements:

- A display container specifically for profile display

- A separate submission container for Active Profiles

As a result, you do not need to modify any existing templates in your storefront to display Bazaarvoice Active Profiles on your site. The display container is available as an entirely separate controller, as shown by the following example:

<http://www.yourdomain.com/magento/bazaarvoice/profile/display/?user=REVIEWERID>

Submission Container Integration Templates

The following Bazaarvoice products share the same submission container:

- R&R
- A&A
- Stories

Because submission templates are referenced from within the Bazaarvoice controller, you do not need to include them elsewhere in the storefront. All of the logic that handles user authentication and that redirects the user to and from the login page is handled within the Bazaarvoice extension.

The following URL provides an example URL for the generic submission container:

<http://www.yourdomain.com/magento/bazaarvoice>

Active Profiles utilizes its own submission container, which is referenced from within the Bazaarvoice controller, as the following URL example shows:

<http://www.yourdomain.com/magento/bazaarvoice/profile/edit>

Product Page: Capturing Bazaarvoice Click Events

In many cases, there is a need to capture click events on a product details page. For example, you may wish to automatically open a reviews tab when the “read all reviews” link is clicked in the review summary.

This can be achieved with the “DoShowContent Javascript Callback” setting in the Bazaarvoice setting of the Admin configuration settings. The Bazaarvoice API will automatically execute any javascript code entered here when a click event occurs. Javascript can be defined individually for the ratings and reviews, Q&A and stories “read all” summary links.

DoShowContent Javascript
Callback

```
// DoShowContent Javascript Callback code
// is automatically wrapped in a function

// example code
TabHelper.setActiveTab("tab-reviews");
```

[STORE VIEW]

- ▲ The Bazaarvoice doShowContent javascript callback is triggered when the "read all reviews" link in the review summary is clicked. You may provide code here that you wish to execute on said click event. For example, you may want to activate a specific tab on the page. This code will be wrapped in a javascript function(){...} block. See your Bazaarvoice Implementation manual for further information.

```
configData.doShowContent = function () {
    // DoShowContent Javascript Callback code
    // is automatically wrapped in a function

    // example code
    TabHelper.setActiveTab("tab-reviews");
};
```