

# Widget Integration Guide for Developers

To host the widget on your site, all you need to do is copy the code or create your own widget and follow instructions for updating the code to make it live on your website.

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## Get familiar with widget code and Integrate

### Sample widget code

(You will get the actual code similar to this from Business team)

```
<script type="text/javascript"
  src="https://www.gartner.com/reviews/public/Widget/js/widget.js"></script>
<script type="text/javascript">
  GartnerPI_Widget({
    size: "small",
    theme: "dark",
    sourcingLink: "https://gtnr.it/2uhygyuE",
    widget_id: "OWMzM2QzN2EtNWUwYS0iRJRJFJFIRDgtNWQ4ZjgyNDIyMmY3",
    container: //DOM node in which the widget is to be rendered [e.g.
      document.querySelector("#myNodeContainer")]
  })
</script>
```

## Integrating with your website

### Step 1: Update the code “container” to integrate with your website

Update the container in the script to include the HTML container to indicate widget location on the page. Replace our example (highlighted) with your own HTML selector by passing the HTML element’s id or class attribute.

```
<script type="text/javascript">
  GartnerPI_Widget({
    ....
    container: //DOM node in which the widget is to be rendered [e.g.
      document.querySelector("#myNodeContainer")]
  })
</script>
```

Please note: Use the HTML selector which is compatible with most browsers

Select Examples of replacing the details in the container based on HTML selector:

**Example 1:** If the HTML selector on your page is: `<div id="widget-container">...</div>`

- **Option A:** container: `document.getElementById("widget-container")`
- **Option B:** container: `document.querySelector("#widget-container")`

**Example 2:** If the HTML selector on your page is: `<div class="widget-container">...</div>`

- **Option A:** container: document.getElementsByClassName("widget-container")[0]
- **Option B** container: document.querySelector(".widget-container")

Identify the HTML selector on your page and make updates to the container accordingly

## **Step 2: Embed the code at a designated place on your page**

Easiest way is to add it right before the closing BODY tag. The ideal placement of the edited widget script is at the end of the page code itself.

- Please note that the HTML container must exist on the page and placed before the code snippet in the HTML document for the widget to work correctly.
- Although the widget script can be placed in the HEAD tag, it will require additional development work from your team in order to work as expected.

Make sure to test the widget on a live website; it might not work on a local device.

### **You can also customize the widget code to match your website style:**

All html elements provided with our widget will have a class or id that can easily be used as a selector to customize your styles according to the guidelines. Refer to customization section below for guidelines

**Important:** Please reach out to your program manager or email us for getting approvals on customized widgets before making it live

## Identify best customization to match with your website

You can customize the widget to match your website style. All html elements provided with our widget will have a class or id that can easily be used as a selector to customize your styles according to the guidelines for using Peer Insights widget or creating your own

### Using Peer Insights widget?

#### Dos ✓

- ✓ You may change background color
- ✓ You may change the border
- ✓ You may change font style
- ✓ You may change font size
- ✓ You may change font color
- ✓ You may rearrange the widget elements

#### Don'ts ✗

- ✗ Donot change vendor/ market names
- ✗ Donot edit Peer Insights name and logo
- ✗ Donot change ratings/ reviews numbers
- ✗ Donot change last update date
- ✗ Donot edit review snippets
- ✗ Donot make text changes/ addition
- ✗ Donot edit embedded link(s)

Important: Please reach out to your program manager or email us for getting approvals on customized widgets before making it live

## Looking to Create your own Widget?

Use the sample code, modify as per requirements, and replace the highlighted text with links for your product

```
<div style="padding: 10px;background-color: #5A3A95; margin top: 10 px; margin-bottom:10px; text-align: center">

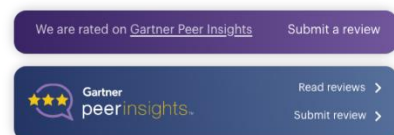
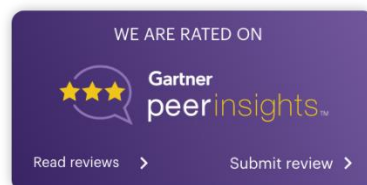
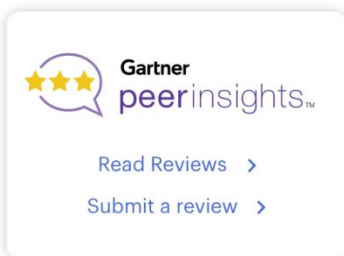
<a href="https://www.gartner.com/reviews/market/ABC/vendor/ABC // Link to your product on Peer Insights"><img src=https://blogs.gartner.com/reviews-pages/files/2021/01/GartnerPeerInsightsLogo_light_2x.png" title="Read reviews on Gartner peer insights" width="250" style="margin-bottom: 20px" ></a>
<p><a style="color: white" target="_blank" href="https://www.gartner.com/reviews/market/ABC/vendor/ABC // Link to your product on Peer Insights"> Read Reviews </a> &nbsp; &nbsp; <a style="color: white" target="_blank" href="//Your peer insights sourcing link"> Submit a Review </a>

</div>
```

## Helpful links and downloads

[Gartner Peer Insights Logos \(.zip\)](#) – Please adhere to [logo guidelines](#)  
 Create your [review sourcing link](#) on your technology provider tools portal

## Sample widget examples



## Guidelines

- ✓ Should have Peer Insights Name/Logo
- ✓ Should have Last Update Date
- ✓ Should have Ratings and Reviews
- ✓ Should have link to Peer Insights to read reviews
- ✓ Use the same embedded links
- ✓ Optional to have "Write a Review" option  
(This is required if you are a part of Customer First Program, use the [review sourcing link](#) generated on Technology provider Tools portal)

## Allowed Customization

- ✓ You may change the background color
- ✓ You may change the widget border
- ✓ You may change the font style
- ✓ You may change the font size/ color
- ✓ You may rearrange the widget elements
- ✓ Optional to have Review snippets

Important: Please reach out to your program manager or email us for getting approvals on customized widgets before making it live

## Still Need Help?

Please reach out to your Peer Insights program manager or email Peer Insights at [peerinsightsvendorsuccess@gartner.com](mailto:peerinsightsvendorsuccess@gartner.com) with details.