

SquareTrade Web Site Services

Trusted Business Seal

Installation Guide

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1. INTRODUCTION

Description

SquareTrade's Trusted Business Seal allows you to showcase your credentials, making you stand out from other online merchants.

SquareTrade's Ratings Engine provides you with the real-time customer feedback needed to make your business more successful. Its simple to install, and equally simple for customers to use.

Installation can be summarized as 2 simple steps:

STEP 1: Install your HTML seal code on your marketing and shopping related pages.

STEP 2: Install your HTML ratings code your "checkout confirmation"/ "thank you" page.

2. DEFINITIONS

The glossary below will help you understand references made in this document.

Term	Explanation
Above the Fold	Portion of a web page that is viewed upon initial loading without the need to scroll down or across on your web browser. The SquareTrade Trusted Business Seal should always be placed "above the fold" to ensure the seal is visible to visitors.
Seal code:	HTML code (provided by SquareTrade) to be inserted on any web page to display the SquareTrade Trusted Business Seal. This code is intended for any marketing and shopping related pages such as the home page or product description pages. It is expected that this code will be utilized on numerous pages on your web site. This code is separate and distinct from the "ratings code".
Ratings Code / Ratings Link	HTML code (provided by SquareTrade) to be inserted on the Checkout confirm/thank you page. It is expected that this code will be utilized only on the page(s) where a visitor goes upon completing a transaction. This code is separate and distinct from the "seal code".
Marketing/ shopping pages	Web pages viewed by visitors on the path to purchase or registration. Examples include home page and product description pages.
Checkout confirm/ Thank you page	Web page viewed by visitors upon completion of purchase or registration. Also commonly known as the "transaction completion" page. Generally provides a confirmation or "Thank you" message confirming that the visitor has successfully completed a transaction. An illustration is provided later in this document to clarify which page is considered the Checkout confirm page.
customerID	Unique numeric code assigned to each customer. This ID is automatically inserted into the HTML code emailed to you. A valid customerID is necessary for your HTML code to work.

3. BEFORE YOU GET STARTED

IMPORTANT: Please make sure review this guide from beginning to end.

We will address some common questions before you get started.

Do I need any special programs or tools?

Not at all. You just need to be able to edit your web site HTML code.

Who can install this code?

Installing HTML code is quite easy. However, SquareTrade recommends that the SquareTrade code be installed by someone who is experienced in working with HTML. This person might be your webmaster, web designer or web developer.

How long does it take to install?



Installation is as easy as inserting 2 different pieces of HTML code in 2 different locations on your web site. This process can take as little as 10 minutes to complete, depending on the size and complexity of your web site.

Who can I contact for assistance?

SquareTrade provides support to help you install your code. Please contact our support team at trustedbusiness@squaretrade.com or 866 478 8900.

What does the SquareTrade Trusted Business Seal look like?

The SquareTrade Trusted Business Seal is 93 x 70 pixels. The seal can be viewed at www.squaretrade.com/business. The ratings link is 325 x 30 pixels.

Trusted Business Seal 93 x 70	Ratings Link 325 x 30
 The image shows a square seal with a white background and a blue border. At the top, it says "VERIFIED BY SQUARETRADE" with a small logo. Below that is a green checkmark and the text "BUSINESS VERIFIED". At the bottom, it says "1-6-2005".	 The image shows a blue rectangular button with white text that says "RATE YOUR SHOPPING EXPERIENCE" followed by a yellow play button icon.

4. INSTALLING YOUR SEAL CODE

Your seal code will be delivered to your email address upon approval of your application. The seal code will appear as noted below:

```
-----Trusted Business Seal code for HTTP-----  
<script  
src="http://seals.squaretrade.com/REL00056/738769634.js"></script>  
-----
```

(The code above is sample code. It will not work unless a valid customerID is part of the code)

What Pages Should Include the Seal Code

This code should be inserted into all marketing or shopping related pages on your web site. By installing this code, the Seal will be displayed on the page. Make sure to install the seal on any page where you wish to build customer confidence in your site trustworthiness and credibility.

Where to Install the Seal Code on a Page

You also should install the code in a location on your web page(s) that is above the fold. This will ensure maximum impact of the seal by making it visible to all visitors without the need to scroll down or across to view it.

If Your Web site uses Secure and Unsecure Pages

If your web site uses secure (i.e. secure socket layer or SSL) technology, a different code is needed. A secure web page begins with HTTPS (rather than HTTP). Please carefully follow the instructions below titled "If You Utilize Secure Pages" to correctly install the Seal code on your secure web pages.

If You Utilize Secure Pages (https)

Should any of your marketing pages employ secure socket layer (SSL) technology, you will need to utilize the code provided in your email installation instructions for SSL (HTTPS). SSL may also be indicated by web pages that begin with HTTPS (rather than HTTP). An example is noted below:

```
-----Trusted Business Seal code for HTTPS-----  
<script  
src="https://secure.footprint.net/seals_squaretrade/REL00056/738769634.  
js"></script>  
-----
```

(The code above is sample code. It will not work unless a valid customerID is part of the code)

IMPORTANT: please make sure to install this code if you employ SSL on your marketing/shopping related pages. Otherwise, your visitors may have to view pop up warning messages on their browser before the seal loads on the page.

5. TESTING YOUR SEAL CODE

Once your code is installed, you should be able to confirm that it is installed correctly by:

- View the web page in your browser to see the seal



- View the web page source code to confirm the code.

6. INSTALLING YOUR RATINGS CODE

Installing your ratings code correctly is the most important step in your installation process.

Because the ratings code must be inserted into your transaction completion/check out confirmation ("thank you") page, instructions are provided for the different types of check out processes that your web site might utilize. Please refer to later sections for installation assistance for the following:

3rd Party Processors:

Yahoo! Stores
eBay/PayPal

In case you have specific questions on editing HTML pages hosted at these providers, we are providing the appropriate technical support phone numbers below:

Yahoo Stores: 866-800-8092

PayPal: 402-935-2050

Dynamic Web Page Technologies:

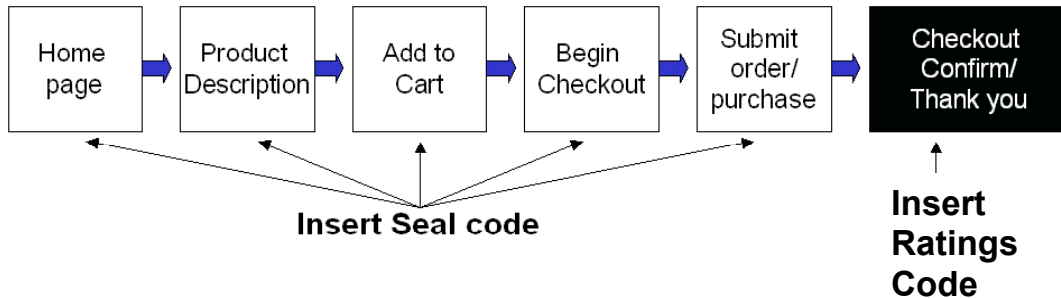
Active Server Pages (ASP) - tools include Microsoft Visual InterDev

Java Server Pages (JSP) - tools include ATG Dynamo, BEA WebLogic and ColdFusion MX

PHP: Hypertext Preprocessor

What Page the Code is Inserted

The illustration below notes where you should install your ratings code.



Your ratings code is included in the installation instructions email sent to you.

Inserting Your Ratings Code

Your ratings code will look like the sample code below:

```
-----Ratings Link for Confirmation Page HTTPS-----
<script
src="https://secure.footprint.net/seals_squaretrade/RELS056/738769634.js"
></script>
```

(The code above is sample code. It will not work unless a valid customerID is part of the code)

Insert this code into your checkout confirm page. Do not insert the code into the page header or footer.

Inserting Your Ratings Code in a 3rd Party Processor Page

Refer to the later section on installing for Yahoo Stores or eBay/PayPal pages.

Inserting Ratings Code in Dynamically Generated Pages

If the checkout confirmation page is a dynamically generated page, make sure to insert the ratings code into the template of the page. If a template is not used, then insert the ratings code into the static portion of the checkout confirm web page.

The ratings code should be placed between the body tags as below:

```
<body>
-----Ratings Link for Confirmation Page HTTPS-----
<script
src="https://secure.footprint.net/seals_squaretrade/RELS00056/738769634.js"></script>
-----
</body>
```

Please refer to later sections of this document for installation of ratings code in specific dynamic web page technologies:

- Active Server Pages (ASP) - tools include Microsoft Visual InterDev
- Java Server Pages (JSP) - tools include ATG Dynamo, BEA WebLogic and ColdFusion MX
- PHP: Hypertext Preprocessor


Inserting Ratings Code in Web Pages Using Frames

If you are inserting the ratings code in a page using frames, please insert the ratings code only within the HTML of the frame containing the checkout confirmation page.

Note: your ratings code will display a gif link on your web page.

7. TESTING YOUR RATINGS CODE

Once your code is installed, you should be able to confirm that it is installed correctly by:

- View the web page in your browser to see the Ratings Image

- View the web page source code to confirm the code.
- Ensure the code is inserted the static portion of the web page.

8. YAHOO! STORES - INSTALLING RATINGS CODE

Follow the steps below.

- Go to <http://smallbusiness.yahoo.com> and login
- Go to Yahoo! Store Manager (you will be prompted to enter your security key) and select your store.
- In the Order Settings section, select the "Order Form" link.
- Find the Order Confirmation section and the Message text box. Insert the Ratings code into the end of this text box.
- Click Done.
- Click Publish Order Settings.

See the section 7, "TESTING YOUR RATINGS CODE" to test your installation.

9. EBAY/PAYPAL - INSTALLING RATINGS CODE

Overview

The following are the instructions for installing your ratings code when your checkout confirm page is the Success URL of a PayPal purchase button.

Please ensure that you have fully read section 6, "INSTALLING YOUR RATINGS CODE " before applying the step-by-step instructions contained in this section.

The following is a summary of what you will need to do:

- Define a Successful Payment URL for your PayPal "Buy It" button.
- Install the Ratings Code provided on this "Successful Payment" page.

Instructions:

Defining a Successful Payment URL for a PayPal "Buy It" Button

You can skip this step if you already have a Successful Payment URL defined for your PayPal "Buy It" button.

There are two options for defining a Successful Payment URL:

Option 1: Use PayPal's "Button Factory" to create a new "Buy It" button.

- Log into your PayPal account.
- Click the "Merchant Tools" tab.
- Click the "Buy Now Buttons Link" under "Website Payments".
- Fill in the form on this first page with the appropriate details.
- Click the "Add More Options" button at the bottom right of the page.
- On the following page, scroll to the "Customize Your Buyer's Experience Section".
- Fill in the successful payment URL with the URL of your thank you page.
- Take note of the URL defined as your "Successful Payment" URL.
- Fill in any other options you would like on this "Additional Options" page.
- Click the "Create Button Now" button.
- In the open field next to "HTML Code for Websites", cut and paste the HTML code provided by PayPal onto the page or pages where you want the PayPal "Buy It" button to reside.

Your "Buy It" button and "Successful Payment URL" have both been defined. Refer to the previous section "INSTALLING YOUR RATINGS CODE " to install the ratings code on the "Successful Payment" URL.

Option 2: Modify the HTML code of an existing PayPal "Buy It" button.

- Locate the pages where you have PayPal "Buy It" buttons installed.
- Locate the PayPal "Buy It" button code. The code begins with:
<form action="https://www.paypal.com/cgi-bin/webscr" method="post">
and the code ends with:
</form>
- insert a line into the form as follows:
<input type="hidden" name="return" value="**http://foo/thankyou.html**">
- Make sure to replace the URL in bold above with the URL you use as your thank you page.

- Insert the line of HTML in the 3rd step above into the PayPal “Buy It” button code **for all the pages where you have a PayPal “Buy It” button defined.**

Your Successful Payment URL has been defined for your PayPal “Buy It” buttons. Refer to the previous section “INSTALLING YOUR RATINGS CODE “ to install the ratings code on the “Successful Payment” URL.

Defining a Successful Payment URL for a PayPal Shopping Cart

You can skip this step if you already have a “Successful Payment” URL defined for your PayPal Shopping Cart.

There are two options for defining a “Successful Payment” URL for a PayPal Shopping Cart:

Option 1: Use PayPal’s “Button Factory” to create a new “Add to Cart” button.

- Log into your PayPal account.
- Click the “Merchant Tools” tab.
- Click the “PayPal Shopping Cart” in the “Website Payments” section.
- Fill in the form on this first page with the appropriate details (note that PayPal requires the “Item Name/Service” and “Price of Item/Service” fields in the Shopping Cart be filled in before you can proceed to the next step).
- Click the “Add More Options” button at the bottom right of the page.
- On this second page, scroll to the “Customize Your Buyer’s Experience” section.
- Fill in the “Successful Payment” URL with the URL of your Thank You page or order confirmation page.
- Take note of the URL defined as your “Successful Payment” URL.
- Fill in any other options you would like on this page.
- Click the “Create Button Now” button.
- In the open field next to “HTML Code for Websites”, cut and paste the HTML code provided by PayPal onto the page or pages where you want the PayPal “Buy It” button to reside.

Your “Add to Cart” button and “Successful Payment” URL have both been defined. Refer to the previous section “INSTALLING YOUR RATINGS CODE “ to install the ratings code on the “Successful Payment” URL.

Option 2: Modify the HTML code of an existing PayPal “Add to Cart” button.

- Locate the pages where you have PayPal “Buy It” buttons installed.
- Locate the PayPal “Buy It” button code. The code begins with:

```
<form target="paypal" action="https://www.paypal.com/cgi-bin/webscr" method="post">
```

and the code ends with:

```
</form>
```
- insert a line into the form as follows:

```
<input type="hidden" name="return" value="http://foo/thankyou.html">
```
- Make sure to replace the URL in bold above with the URL you use as your Thank You page.
- Insert the line of HTML in the 3rd step above into the PayPal “Add to Cart” button code **for all the pages where you have a PayPal “Add to Cart” button defined.**

Your “Successful Payment” URL has been defined for your PayPal “Add to Cart” buttons. Refer to the section 6, “INSTALLING YOUR RATINGS CODE “ to install the ratings code on the “Successful Payment” URL.

See the section 7, “TESTING YOUR RATINGS CODE” to test your installation.

10. ACTIVE SERVER PAGES - INSTALLING RATINGS CODE

Overview

This section is for advertisers that have developed their site, or more specifically, the transaction process portion of their sites using Microsoft's Visual InterDev product or ASP. Visual InterDev allows developers to create Web sites through both static (HTML) and dynamic (ASP) means. Generally, the transaction process (purchase, sign-up) will involve ASP or Active Server Pages that are dynamically generated during a visitor's session on the Web site. These instructions focus on the use of ASP for implementing the SquareTrade ratings code.

Please ensure that you have fully read section 6, "INSTALLING YOUR RATINGS CODE" at the beginning of this guide before applying the step-by-step instructions contained in this section.

Note – While the IDE (integrated development environment) has changed from version 1.0 through version 6.0, these instructions still apply in all cases.

Instructions

Step 1

Open Visual InterDev and locate your transaction completion page (such as a purchase confirmation or thank you page). If you have multiple pages generated from the same ASP page (using IF..ELSE statements), navigate to the section used to generate the transaction completion page.

Step 2

Locate the body section of the document (found between the begin body <BODY> and end body </BODY> tags).

Step 3

Cut and paste your ratings code directly into the body section of the document above the fold. Be careful not to paste your ratings code into an existing tag <> structure. Please see section 6, "INSTALLING YOUR RATINGS CODE" for more details.

Please note the include statement is processed before all other portions of the ASP page, meaning no variables can be used in naming the file location to be included.

For more information on using the **#include** statement, please visit:

http://msdn.microsoft.com/library/default.asp?url=/library/en-us/iissdk/iis/ref_ssi_include.asp

Step 4

Save your edited transaction completion page.

See the section 7, "TESTING YOUR RATINGS CODE" to test your installation.

11. JAVA SERVER PAGES - INSTALLING RATINGS CODE

Overview

This section is for advertisers that have developed their sites, or more specifically, the transaction process portion of their sites using a JSP tools such as:

- ATG Dynamo
- BEA WebLogic
- ColdFusion MX

JSPs are dynamically generated during a visitor's session on a Web site. These instructions focus on the use of JSP for implementing the SquareTrade ratings code.

Please ensure that you have fully read section 6, "INSTALLING YOUR RATINGS CODE" at the beginning of this guide before applying the step-by-step instructions contained in this section.

Note: While there are slight variances in each environment's syntax in coding JSP, these instructions still apply in all cases.

Instructions

Step 1

Using your JSP editor of choice, locate your checkout confirm page (such as a purchase confirmation, sign-up confirmation or thank you page). If you have multiple pages generated from the same JSP page (using conditional statements), navigate to the section that generates the transaction completion page.

Step 2

Locate the body section of the document (found between the begin body <BODY> and end body </BODY> tags).

Step 3

Cut and paste your ratings directly into the body section of the document above the fold. Be careful not to paste your ratings code into an existing tag <> structure. Please see section 6, "INSTALLING YOUR RATINGS CODE" for more details.

Step 4

Save your edited transaction completion page.

See the section 7, "TESTING YOUR RATINGS CODE" to test your installation.

12. PHP - INSTALLING RATINGS CODE

Overview

This section describes how to use PHP (Hypertext Preprocessor) to get the ratings code written into your confirmation or thank you page. You will need to save the ratings code emailed to you into a file on your Webserver and then include a small amount of PHP script in the BODY section of your html.

Instructions

Step 1

Save the ratings code provided to you as a file, in this example "squaretrade_ratings.js"

Step 2

Place this file on your Webserver, in a location of your choice, for example "/javascript/squaretrade_ratings.js"

Step 3

Edit your confirmation or thank you page to include the following PHP script

```
<?PHP
    $filename = "javascript/ squaretrade_ratings.js";
    $fp = fopen($filename, 'r');
    if ($fp) {
        $js = fread($fp, filesize($filename));
        echo($js);
        fclose($fp);
    }
?>
```

IMPORTANT: The value supplied to the filename variable in the script shown above is dependent on three items:

- What you named the ratings code supplied to you by SquareTrade
- Where you place the ratings code file
- The location of the ratings code file **relative** to the location of your confirmation or thank you page template.

As shown in the above example, there is a directory or folder named "javascript" that is in the same directory as the confirmation or thank you page, and inside that folder there is a file named squaretrade_ratings.js. Please consult your Webmaster if you are not sure of how to implement this approach.

For more information on PHP coding principles and syntax, please visit: <http://www.php.net>