sparkfactor*

OPEN TABLE INTEGRATION FOR WORDPRESS

WHAT YOU SHOULD KNOW

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ADD RESERVATIONS TO YOUR WEBSITE

OPENTABLE RESERVATION WIDGET

The single-restaurant Reservation Widget is used to search tables at a specific restaurant location. The code below will enable display of the widget; charges for reservations made through this widget are discounted. We recommend placingwidget code on your home and all other reservations-relevant pages.

UPON IMPLEMENTATION OF THIS CODE, please test the reservation functionality prior to posting to ensure the code is properly implemented. Once you complete your test, please email Open Table at reservationlinks@opentable.com with a link to your site so you can ensure that reservations are booked correctly and priced at the discount rate. The reservation widget code does not work with sites built in Flash. If your site uses Flash, we strongly recommend you add a text link for reservations. Instructions for the text link are available at the end of this document.

GETTING STARTED

Once you select which widget you wish to put on your site, you must replace the numbers in RED (1234 below) with your restaurant's OpenTable restaurant ID. Replace the numbers in all four places to ensure correct booking and pricing. Also, replace the RestaurantName text in blue with your restaurant's name.

IMPORTANT – Please test the widget prior to publishing the new code live. Check the calendar pop-up display and make a test a reservation (remember to cancel the reservation). We recommend that you test the widget on multiple browsers including Internet Explorer, Firefox, and Chrome.

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SELECT YOUR WIDGET OPTION

The Reservation Widget is available in three different versions: short, tall, and wide. Code snippets for all versions are posted below. Instructions for customizing the widgets follow.

Widget Version Approximate Dimensions (w x h)

Short (Default)	180 px x 295 px
Tall	180 px x 410 px
Wide	885 px x 70 px

Short Widget:

The code to copy and configure for the Short version is:

```
<script type="text/javascript"
src="http://www.opentable.com/frontdoor/default.aspx?rid=1234&restref=1234">
</script>
<a class="OT_ExtLink"
href="http://www.opentable.com/single.aspx?rid=1234&restref=1234">RestaurantNameReservations</
a>
```

The code to copy and configure for the Tall version is:

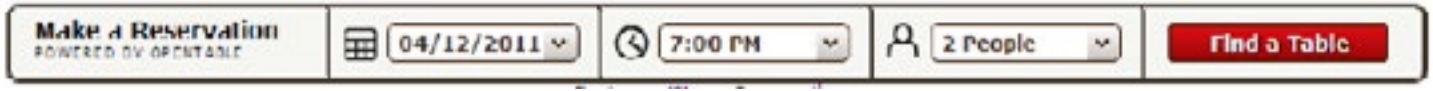
<script type="text/javascript"
src="http://www.opentable.com/frontdoor/default.aspx?rid=1234&restref=1234&mode=tall"></script>
<a class="OT_ExtLink"
href="http://www.opentable.com/single.aspx?rid=1234&restref=1234">RestaurantNameReservations

Tall Widget:

The code to copy and configure for the Wide version is:

```
<script type="text/javascript"
src="http://www.opentable.com/frontdoor/default.aspx?rid=1234&restref=1234&mode=wide">
</script>
<a class="OT_ExtLink"
href="http://www.opentable.com/single.aspx?rid=1234&restref=1234">RestaurantNameReservations</a>
```

Wide Widget:



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CUSTOMIZATION – RESERVATION PATH (OPTIONAL)

By default, the Reservation Widget will load the reservation search results in a web page within the same browser window. Alternatively, you can display reservation search results in a window overlay over your website, see screenshot below.

The diner will be able to close out of the reservation window upon completing the reservation.

Append &hover=1 in the code.

Example Reservation Widget code snippet with window overlay enabled:

```
<script type="text/javascript"
src="http://www.opentable.com/frontdoor/default.aspx?rid=1234&restref=1234&hover=1">
</script>
<a class="OT_ExtLink"
href="http://www.opentable.com/single.aspx?rid=1234&restref=1234">RestaurantNameReservations</a>
```

IMPORTANT – Please test the widget with the window overlay enabled to ensure that the window overlay displays and a reservation can be completed.

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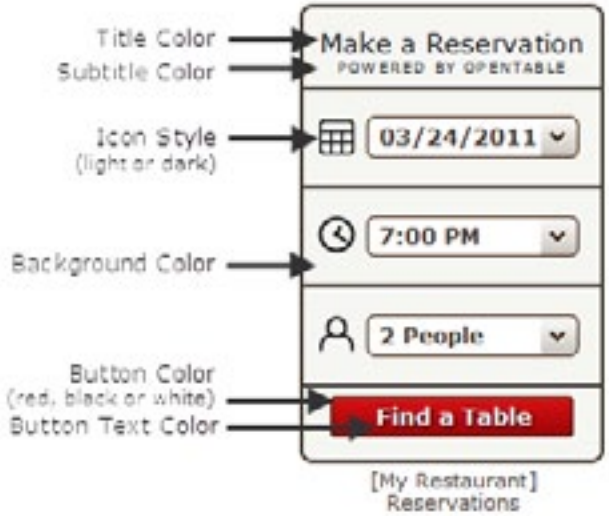
CUSTOMIZATION – COLOR (OPTIONAL)

The following elements of your widget can be customized. To customize any of the elements below in the widget, please

append the desired parameter including the color change to the code string in the Reservation Widget code snippet. See

the customizations chart below for parameter definitions.

Note - Use contrasting colors for the widget text colors, icons and background color for best user experience.



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Widget Element	Append the parameter below to the JavaScript query string	Include the desired color
Title Color	&titlecolor=	Black by default. To change – insert hexadecimal color, excluding # symbol (see chart on following page)
Subtitle Color	&subtitlecolor=	Black by default. To change – insert hexadecimal color, excluding # symbol (see chart on following page)
Icon Style	&icon=	Two color options: white and black. Icons are black by default. For white icons, insert light
Background Color	&bgcolor=	Light grey by default. To change – insert hexadecimal color, excluding # symbol (see chart on following page)
Button Color	&btnbgimage=	Three button color options: red, black, and white. Button is red by default. For a black button, insert http://www.opentable.com/frontdoor/img/ot_btn_black.png For a white button, insert http://www.opentable.com/frontdoor/img/ot_btn_white.png
Button Text Color	&otlink=	White by default. To change – insert hexadecimal color, excluding # symbol (see chart on following page)

Sample hexadecimal color chart (additional color codes available at http://html-color-codes.info/):

Color	Hexadecimal color code placed after parameter definition
White	FFFFFF
Blue	000081
Green	AECC76
Brown	8A4B08
Red	B40404

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Example Reservation Widget with all parameters customized:

```
<script type="text/javascript"
src="http://www.opentable.com/frontdoor/default.aspx?rid=1234&rest
ref=1234&titlecolor=FFFFFF&subtitlecolor=FFFFFF&&icon=light&bgcolor=AECC76&btnbgimage=
http://www.opentable.com/frontdoor/img/ot_btn_white.png&otlink=000000"></
script><a class="OT_ExtLink"href="http://www.opentable.com/single.asp
x?rid=1234&restref=1234">RestaurantNameReservations</a>
```

CUSTOMIZED TEXT LINK:

The text link option creates a link on your website to your OpenTable online reservation page. You can also include this link in marketing emails. Link the customized URL to an action oriented phrase like “Make a Reservation” or “Reserve Now.” Avoid linking to the OpenTable logo. Please use the format below to construct the URL for a restaurant to enable the special pricing for reservations. Copy the URL below and replace the number in RED (1234 below) with the restaurant’s OpenTable restaurant ID.

Customizable URL: http://www.opentable.com/single.aspx?rid=1234&restref=1234

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FREQUENTLY ASKED QUESTIONS

Why does my Reservation Widget look like the screenshot right when I view it in Internet Explorer?

Answer: A DocType must be declared at the top of the page in which the Reservation Widget is loaded. This helps the browser determine how to display the contents of the web page. If the web page does not declare a DocType, then please add a DocType (like below) above the <html> tag on the web page. Not referencing a DOCTYPE can cause the widget to break.

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">

Why won't the window overlay launch on my restaurant's website?

Answer: There are small subsets of websites that are not compatible with the window overlay treatment. If youexperience any issue with launching the window overlay, we recommend removing "&hover=1" from the code.

If you need any additional troubleshooting help, please email connect&sparkfactor.com.

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THANKS!

CONNECT WITH US @ SPARKFACTOR.COM

773.292.8000

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