

Website button: Business scenarios

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The ScheduleOnce Website button [publishing option](#) can be added to any page on your website, allowing your Customers to schedule without leaving your website. This scheduling method creates an effective call to action, motivating your leads and prospects to schedule with you. The button [text and design can be customized](#) and the scheduling lightbox is fully brandless.

The Website button can also be integrated with your [lead generation](#) process, letting you offer scheduling to every website visitor. If you want to offer scheduling to specific prospects, such as your [top prospects](#), you can use the Website button in conjunction with our [Web form integration](#) feature.

In this article, you'll learn about different business scenarios for the Website button publishing option.

Using the Website button to engage any website visitor

You can embed a Website button in any website page. When the Customer clicks the the button, they will be taken directly to your [Booking page](#) or [Master page](#). The Website button acts as a call-to-action that allows any website visitor to schedule with you without ever leaving your website.

[Learn more about the Website button](#)

Using the Website button with Web form integration

You can use a Website button with [Web form integration](#) to offer scheduling to leads right after they submit a [lead generation](#) form.

You have the option to offer scheduling only to your [top leads](#), based on their web form submission, or to [every prospect who fills out your web form](#). Prospects that have already provided their details in your web form will not have to do so again in the Booking form. Customer data is passed from your web form directly to ScheduleOnce.

There are two options for passing data to ScheduleOnce when you integrate scheduling with your web form:

Passing data via URL parameters

When you [pass data via URL parameters](#), web form data is passed to ScheduleOnce via the URL. You can choose to [prepopulate](#) or skip the Booking form.

If you are using a third-party web form, such as Wufoo, the Booking form data you pass via the URL needs to match the [supported ScheduleOnce URL parameters](#). This will ensure the right information is extracted from the URL and placed in the correct Booking form fields.

Passed data via CRM record IDs

When you [pass data via CRM record IDs](#), the CRM record ID is passed to ScheduleOnce via the URL. You can choose to prepopulate or skip the Booking form.

- If you are using **Infusionsoft**, you can use the Infusionsoft Contact ID to [integrate with Infusionsoft Web forms](#) or [personalize the booking process on landing pages](#).
- If you are using **Salesforce**, you can use the Salesforce Record ID to [personalize the booking process on](#)

[landing pages.](#)

 **Note:**

The button is a HTML 5 app and is not supported on old browsers, including Microsoft Internet Explorer.

[Learn more about our System requirements](#)