

## Going live with your targeted bot

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This article describes how to:

- Customize your bot widget's display to match your website branding
- Grab the relevant code to install the targeted bot widget on your website

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### Customize your bot's widget display

You can customize the appearance of the widget you'll install on your website. It's easy to select exactly your exact preferences for the chatbot widget's color, icon, bot name, and more.

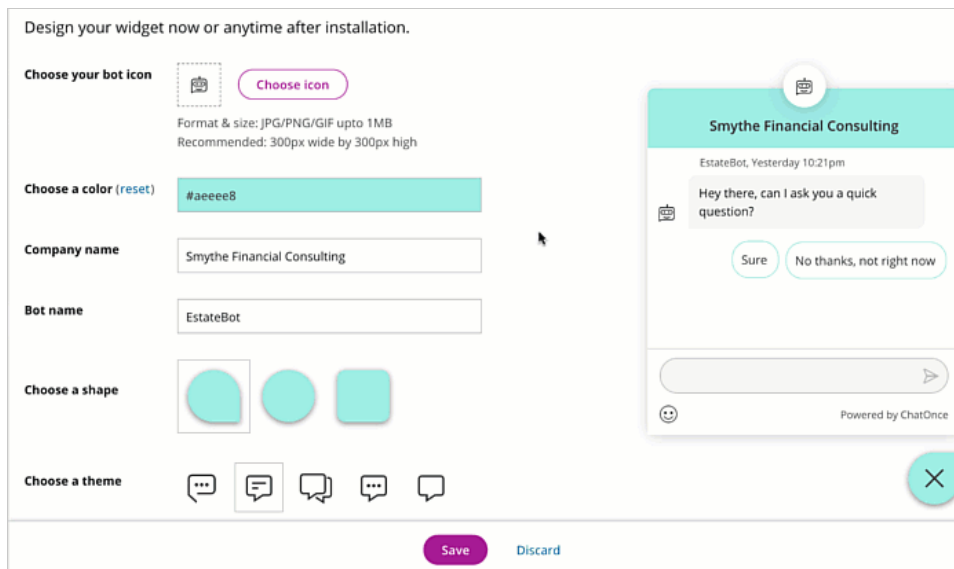


Figure 1: Design your widget

You can match the chatbot widget's display to your website's branding.

If you need to update the design later, simply go to **Chatbots → Targeted chatbot settings → Design** and adjust it there. The installed widget will update live on your website, with no further actions required on your backend.

## Installation

It's simple to install a chatbot on your website pages. When you do so, you create a link between your chatbot and your website, allowing live updates to your chatbots and the widget display whenever you update something in your chatbot.

You can grab the code to install your chatbot on the **Installation** page.

### Install it yourself

If you're the admin on your website and have full access to its backend, you can copy the code yourself.

Select **Install it yourself** and hit **Copy code**. Paste the code in the header of all your website pages where you want the bot to appear, [under the right circumstances](#).

### Send to a teammate

If someone else manages your website, you can send them the code with instructions.

Select **Send to a teammate** and hit **Copy instructions**. Email these instructions to the relevant team member.

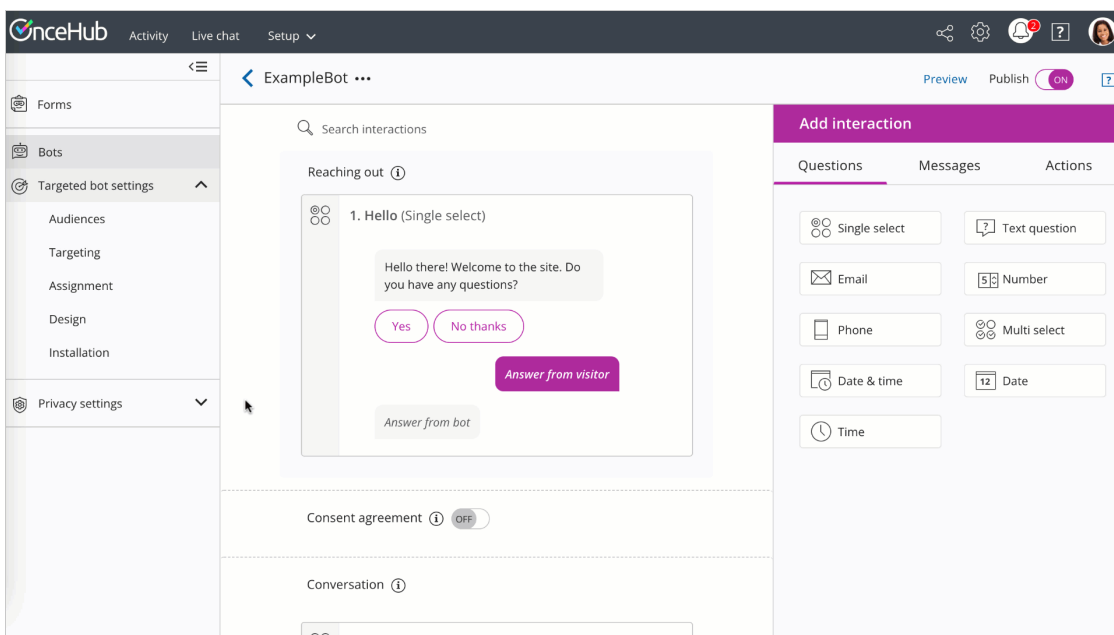


Figure 2: Installation code for targeted bots