

Adding chatbots to your Unbounce landing page

Last Modified on Mar 2, 2023

Adding a chatbot to your Unbounce landing page is quick and easy. You have three different options:

- **Widget on click** OR **lightbox on click**: A chatbot that pops up after a visitor clicks a specific button or link on your website. Engage with visitors in specific areas of your website, so you can learn more about them and qualify them further. All visitors to the page see this button or link and can click it to access the chatbot. Added to the html body of your site.
- **Dynamic reachout**: Uses [Audiences](#), defining which type of visitors you want to target with a chatbot. You can show another Audience a different chatbot with different interactions. Added to the header.



Note:

You can add custom javascript when working in the Classic Unbounce Builder only.

Add a widget or lightbox to your website

Create the bot

[Create the bot](#) as you prefer, either from scratch or using a template.

If an existing chatbot is close to what you're wanting, you can duplicate that one instead by clicking the three-dot menu by that bot and selecting **Duplicate**.

When you've added the interactions you want, routed them, and designed the bot as you like, navigate to the **Publish** tab.

Choose between two publishing options

- **Lightbox on click**: Opens over the whole website when clicked by the visitor and captures their attention completely.
- **Widget on click**: Pops up on the bottom right of the screen, within a chat frame. The visitor interacts with your bot within the widget and can still scroll through the website page.

Install the code

In OnceHub

You'll grab the code you need for Squarespace.

1. On the **Share** tab, choose the publishing option you want (see above).
2. Copy the code.

In Unbounce

In the Classic Builder, you'll use a [custom HTML widget](#) in each individual place where you want a chatbot. This creates an iframe on the page, where your chatbot will appear.

1. Edit your landing page.
2. Click to add a [custom HTML widget](#).
3. In the **Embed Custom HTML Code** section, paste the code from OnceHub and adjust as needed (for instance, the text for the link).
4. Make sure the size of the widget is large enough on your page to hold the embedded chatbot in it, as you want it displayed. This may require multiple attempts as you adjust and preview.
5. Save your page.

That's it! Your landing page can now display your pop-up chatbot in the place you added it.

The default code you copied displays a link with the text "Start chat". You can adjust this text however you like.

Use a button instead of a link

If you want a button for your chatbot rather than a link, you can use this code, adjusting relevant parts to identify your specific chatbot and define your preferences:

```
<!-- ChatOnce embed START -->
<script id="co-index" src=""ltr" href="https://cdn.oncehub.com/co/widget.js?website_id=WEB-#####&bot_type=2" rel="noopener nofollow noreferrer" target="_blank">https://cdn.oncehub.com/co/widget.js?website_id=WEB-#####&bot_type=2" defer></script>
<a
style="
background-color: #006bb1;
border-radius: 50px;
padding: 10px;
color: #ffffff;
font-family: "Arial";
font-size:18px;
font-weight: normal;
text-decoration: none;
"
data-co-bot-display="pop-up" data-co-bot="BOT-#####" href="#" >Start chat</a>
<!-- ChatOnce embed END -->
```

Items for updating in the button code:

- **Website ID code (REQUIRED)** - This starts with **WEB-**, followed by an alphanumeric sequence you can grab from your chatbot's code on the Publish tab.
- **Bot ID code (REQUIRED)** - This starts with **BOT-**, followed by an alphanumeric sequence you can grab from your chatbot's code on the Publish tab.
- Optional styling:
 - background-color - Match your website's branding color
 - border-radius - The roundness of the button corner
 - padding - Size of the button around the text
 - color - Text color
 - font-family - The font you want the text to use

- font-size - Size of font
- font-weight - Normal, bold, etc.
- text-decoration - Add an underline or other styling to the text
 - Keep in mind this will show at all times, whether hovering over the button or not

Add a dynamic reachout chatbot to your website

Create the chatbot

[Create the chatbot](#) as you prefer, either from scratch or using a template.

If an existing targeted chatbot is close to what you're wanting, you can duplicate that one instead by clicking the three-dot menu by that chatbot and selecting **Duplicate**.

When you've added the interactions you want, routed them, and designed the chatbot as you like, navigate to the **Share** tab.

Install code

Installing the code is quick and easy.

In OnceHub

You'll grab the code you need for Squarespace.

1. Go to the relevant chatbot
2. Click on the **Share** tab
3. Select **Dynamic reach out → Add chatbot to targeting**.
4. Once you've added it to the right targeting audience(s), select **Installation**.
5. Copy the code.

In Unbounce

You'll add the javascript code to your header.

1. Edit your landing page in the Classic Builder.
2. In the lower menu, click the **Javascripts** button.
3. For the **Placement** option, add it to the **Head** section and click **Done**.
4. **Save** your page to finalize the change.

That's it! Your landing page can now display your targeted chatbot, according to [the Audience rules you set](#).