

# Adding chatbots to your Hubspot website

Last Modified on Nov 7, 2024

Adding a chatbot to your Hubspot website 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:

Adding custom javascript requires a Hubspot paid plan with access to website pages and custom modules.

## 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 Hubspot

To add custom javascript, you need to create a custom module with javascript required for loading. You'll add this module on each individual website page where you want a chatbot.

1. [Create a custom module](#) that includes the OnceHub code.
2. Adjust the code as needed (for instance, the text for the link).
3. Make sure the module uses the [require.js function](#). This will require the javascript to load for that module to work.
4. Add the custom module to your website page wherever you want it to display.
5. Save your website.

That's it! Your website 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 Hubspot

You'll add the code to your header, so it displays on every page of your site.

1. Edit your Hubspot content.
2. Go to **Advanced options** and add the code to the Head HTML. [Learn more](#)
3. Save your content.

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