JavaScript integration guide

Article Widgets for publishers

The use of plista Article Widgets for publishers is based on the integration of a small piece of JavaScript into the HTML code of your website. This document will guide you through the neccessary steps of the setup.

Integration tips for widgets on subpages

```html
<div data-widget="plista_widget_[widgetname]"></div>
.... HTML ...
<div data-widget="plista_widget_[widgetname2]"></div>
.... HTML ...
<script type="text/javascript">
 if (!window.PLISTA) {
    window.PLISTA = {
        publickey: '[publickey]',
        item: {
            objectid: "1137092b50", //unique ID, alphanumeric
            title: "Lorem ipsum", //max 255 characters
            text: "dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt.", //max 255 characters
            url: "http://example.net/newsticker/artikel.html", //max 1024 characters
            img: "http://example.net/images/artImg_1137092b50.jpg", //max 255 characters
            category: 'News',
            published_at: 1400000000, //UNIX timestamp
            updated_at: 1400000000 //UNIX timestamp
        }
    };
    (function(){var n='script',d=document,s=d.createElement(n),s0=d.getElementsByTagName(n)[0];
    s.async='async';s.type='text/javascript';s.src=(d.location.protocol==='https:'?'https:':'http:')+'//static.plista.com/async.js';
    s0.parentNode.insertBefore(s,s0)}());
}
//if possible place this script tag just befor the closing body tag
</script>
</body>
```

Integration tips for widgets on top-level pages (e.g. your homepage or category landing page)

If you want to integrate plista on top-level pages such as your homepage or category landing pages no data needs to be sent to plista.
In this case implementing the following code is sufficient to display the widget.

```html
<div data-widget="plista_widget_[widgetname]"></div>
.... HTML ...
<script type="text/javascript">
 if (!window.PLISTA) {
    window.PLISTA = {publickey: '[publickey]'};
    (function(){var n='script',d=document,s=d.createElement(n),s0=d.getElementsByTagName(n)[0];
    s.async='async';s.type='text/javascript';s.src=(d.location.protocol==='https:'?'https:':'http:')+'//static.plista.com/async.js';
    s0.parentNode.insertBefore(s,s0)}());
}
//if possible place this script tag just before the closing body tag
</script>
</body>
```

plista

Overview of the different data fields

What data needs to be sent to plista, using the different JavaScript fields?

objectid	The object-ID should be an alphanumeric code (a-z|0-9), furthermore it has to be unique for every recommendation, since plista is using it for the distinction of different recommendations. If your website is using a database, it is probably the easiest way to use the database ID of your articles. Alternatively, you can use any other unique combination of characters. Maximum length: 128 characters.
title	This field contains the title of your article (please note: article pages can be the same as product pages if your website is an online shop or any other kind of catalogue). If your text contains double quotes they need to be preceded by a backslash: \" instead of ". Maximum length: 255 (guaranteed visibility for up to 60 characters).
text	Any common or special characters of your text should be sent to plista in clear format instead of HTML entities. If your text contains double quotes they need to be preceded by a backslash: \" instead of ". Please note that your description text will be shortened automatically to fit the widget. Omissions are marked by "…". Maximum length: 255 (guaranteed visibility for up to 100 characters).
url	Please send the URL of your article using this field. The URL must include your domain name and start with the protocol, e.g. http://. Maximum length: 255 characters.
img	If your articles have an image and/or you would like to add an image to your plista recommendation as well, you can fill in the image URL here. The thumbnails should be cubic and no larger than 150x150 pixels, unless you are using larger thumbnails on your site already. You can leave out this line if you do not intend to add images to your recommendations.
category	Please fill in the category of your article page. If there is no category the field should be left empty.
published_at	The creation date of your article should be sent to plista in a UNIX timestamp format so as to be considered in the delivery of plista recommendations.
updated_at	Please send us the date on which the article was last modified in a UNIX timestamp format. If there was no modification, 'updated_at' is equal 'published_at'. If 'updated_at' changes, the modified metatags will be adopted.

The above mentioned fields are the most important ones. As we create individual JavaScripts for each of our partners to integrate plista as tight into each website as possible, the list of fields in your exact copy of our script might vary.

FAQ

What do I need to look at while editing the JavaScript?

- Since the fields within the brackets of our script are an enumeration, it is important to omit the comma at the end of the last line.
- If a text sent to plista contains double quotes they need to be preceded by a backslash: \" instead of ".
- Please avoid linebreaks within the texts sent to plista.
- For a php-based CMS use jscon-encode to fill in the variables into the push-method:

```
echo json_encode(array(
  'objectid' => $article_id,
  'title' => $title,
  'text' => $article_text,
  'url' => $article_url,
  'img' => $article_image_url,
  'category' => $article_category,
  'published_at' => $article_published_at
  'updated_at' => $article_updated_at
));
```

Thereby possible mistakes will be avoided.

How can I remove an article from plista's database?

Removing an article from the plista database can easily be achieved through a simple HTTP-request. Please contact us for further information on this. Refer to the end of this document for contact information.

Where do I find usage statistics for my plista integration?

Usage statistics can be found at http://plista.com. In case you have any further questions, please contact us..

Where can I find additional information on HTML and JavaScript?

SelfHTML is a free and exhaustive compendium for HTML, JavaScript and CSS: CSS: http://de.selfhtml.org/.