

UserWay Tutorial – Install on Hubspot  
<https://userway.org/platforms/hubspot>

Audio	Visual
<p>Hi everyone. In this tutorial, I'm going to show you how to install UserWay widget in Hubspot landing pages. You must follow all these steps to get the code snippet that you will later paste on your site. Some steps are customization options that you can actually skip and go through them later. But in this tutorial, I will show you all of the steps.</p>	<p>Woman wearing a UserWay shirt is speaking, her video is in a small box in the lower right corner of the screen. This box remains throughout the video.</p> <p>The main screen shows a page from the UserWay website</p>
<p>So, first thing we have to do is visit UserWay.org and click on "Get the Widget."</p>	<p>The cursor moves to the upper right corner of the UserWay website and clicks the "Get the Widget" button next to the UserWay icon. Step 1 of the code generation questionnaire appears.</p>
<p>Step number one is, add your website address. Also, don't forget to agree to the terms of service and privacy policy. Click on "Next" to step number two.</p>	<p>The example website's URL appears in the "What's your website's address?" window. The cursor clicks the "I agree" checkbox and the "Next" button.</p>
<p>And add your name, last name, and your email. Click on "Next" to step number three.</p>	<p>Step 2 of the questionnaire appears. Sample values appear in these form windows. The cursor clicks the "Next" button in the lower right corner. The form advances to the next page. The cursor clicks the "Next" button.</p>
<p>Select your icon. You choose among these four icons. Click on "Next" to step number four.</p>	<p>Step 3 appears. The cursor highlights the four icon choices, leaving the first (default) option selected. The cursor clicks the "Next" button.</p>
<p>Select your size. No matter which size you choose, mobile devices will always display the smaller size. Now, let's continue to step number five.</p>	<p>Step 4 appears, showing the two icon size choices. The cursor hovers over the smaller icon, then clicks the "Next" button, leaving the larger (default) icon size selected.</p>
<p>You can change the color of your button using this color picker. Let's continue to step number six.</p>	<p>Step 5 appears, showing a spectrum bar and swatch selector. The cursor clicks the "Next" button.</p>

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<p>Select the position of your button. As you can see, you have eight different positions. I'm gonna continue to step number seven.</p>	<p>Step 6 appears, and the cursor highlights some of the possible icon positions around the perimeter of a webpage layout. The cursor clicks the "Next" button, leaving the upper right (default) setting selected.</p>
<p>Select your language. You can let the widget to automatically detect the language of each visitor. Or if you want to force the widget to display in a specific language, then you can open this list and select your language.</p>	<p>Step 7 appears. The cursor highlights the "Language" field, in which contains the default text, "Auto-Detect Language." The cursor clicks the dropdown arrow in the "Language" box and a list of languages appears.</p>
<p>Let's continue to step number eight.</p>	<p>The cursor clicks out of the dropdown menu, restoring the default selection and clicks the "Next" button.</p>
<p>You're already making your site accessible, but it's also very important to have an accessibility statement. If you don't have one, don't worry about it, because we can help you with that. Just leave "No/I Don't Know" selected, and we'll help you with that later. Let's click on "Next" to step number nine.</p>	<p>Step 8 appears, asking if the user's site already contains an accessibility statement. "No/I Don't Know" is the default selection. The cursor clicks the "Next" button.</p>
<p>If you're interested in advanced custom options for this widget, then I recommend you to click "I'd like to learn more" for more information.</p>	<p>The form advances to Step 9, displaying an option to learn more about a white-label or custom-branded version of the UserWay widget. The cursor clicks the "Next" button.</p>
<p>But now, I'm gonna scroll down and click on "Next" to our last step.</p>	<p>The cursor scrolls down to click on the "Next" button.</p>
<p>Here's our code. So, click on the "Copy," and I'll see you in Hubspot.</p>	<p>Step 10 appears, showing a window containing the UserWay script. The cursor clicks on the "Copy" button in the window's upper right corner. The code is highlighted.</p>
<p>I'm in Hubspot dashboard. Code is copied to my clipboard. And now, I'm going to paste this code on my landing page.</p>	<p>The screen transitions to the example site's Hubspot Website/Landing Pages dashboard page.</p>
<p>To get on the "Landing Pages" section, click on "Marketing"... Website"... Landing Pages."</p>	<p>The cursor clicks the "Marketing" tab in the top menu bar. A menu drops down and the cursor hovers on "Website." A submenu slides out, and the cursor clicks "Landing Pages."</p>

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<p>Now, bring your mouse over the landing page where you want to paste the code and click on “Edit.”</p>	<p>The cursor clicks the “Edit” button corresponding with the sample landing page. The landing page preview loads.</p>
<p>In this top menu, click on “Settings.”</p>	<p>The cursor clicks the “Settings” tab in the top menu bar. The Settings page loads.</p>
<p>Scroll all the way down. Open the “Advanced Options.”</p>	<p>The cursor scrolls down the page and clicks on the arrow next to “Advanced Options” to reveal the options.</p>
<p>Keep scrolling, and in “Footer HTML,” here’s where we have to paste the code.</p>	<p>The cursor scrolls the Advanced Options and clicks in the “Footer HTML” panel. The cursor pastes the code into the panel</p>
<p>Let’s click on “Update.” “Update Page Now.</p>	<p>The cursor clicks the “Update” button in the upper right. The “Update Landing Page” window pops up and the cursor clicks the “Update Page Now” button. A confirmation page appears, containing the example page’s URL.</p>
<p>And let’s preview our landing page. Hubspot menu is covering our widget, but we can close it. So, just going to hide this menu. And here’s our widget.</p>	<p>The cursor clicks the URL. The sample website appears. The cursor clicks the Hubspot icon in the upper right and clicks “Hide This Menu” from the dropdown. The menu disappears, revealing the UserWay widget icon in the upper right corner. The cursor clicks the widget icon.</p>
<p>If you can see the widget on your site, that means you have done everything correctly. But there’s also another way to verify this installation.</p>	<p>The UserWay Accessibility menu appears.</p>
<p>Let’s go back to UserWay.org and I’ll show you how to do it. You can click on “Let’s Verify” button to double-check the setup. But, again, if you can see the widget on your site, that means that everything is OK.</p>	<p>The screen returns to the UserWay site page with the script highlighted in Step 10. The cursor highlights the “Let’s Verify” button.</p>
<p>So, what you can do is click on “Skip.” And here’s your accessibility statement. This is a template that we’re sharing with you that you can copy. You can edit, add your own details, customize it as you want, and paste it on your site.</p>	<p>The cursor clicks the “Skip” button next to the “Let’s Verify” button. The accessibility statement appears.</p>

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<p>If you want to learn how to install UserWay widget in other platforms like Squarespace, Webflow, WordPress, and many more, you can follow the videos that you can see on your screen right now. Visit UserWay's YouTube channel, and in the description below this video, you'll find a list of all the installation guides for other platforms.</p>	<p>The host appears in full screen, surrounded by the UserWay logo and banners linking to other tutorials.</p>
<p>Don't forget to subscribe!</p>	<p>Fade to black.</p>