



Elenor A. - 2021-12-08 - Aspecto y personalización

Part I. Locating the Chat Widget on Zopim

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1. Embed the Zendesk Chat Widget

To chat with your visitors, you'll need to embed the widget on your website.

Copy the following script and insert it into your website's HTML source code between the `<head>` tags.

```
<!--Start of Zendesk Chat Script-->
<script type="text/javascript">
  window.$zopim = (function(d, s) {
    var z = s.createElement('script');
    z.async = true;
    z.src = 'https://w.zdassets.com/widget/v1.0.0/widget.js';
    z.id = 'zendesk-chat';
    d.getElementsByTagName(s)[0].parentNode.appendChild(z);
    d.head.appendChild(z);
  })(document, 'script');
  <!--End of Zendesk Chat Script-->
```

Copy the following script and insert it into your website's HTML source code between the `<head>` tags.

2. Plugins

If your website is hosted on [WordPress](#) or [Shopify](#) and you can't access its HTML file, you can use our plugins to install Zendesk Chat with just one click. No need to mess around with any code.

3. Email Your Developer

Not sure what to do? Send the code to someone who can help you or [watch the video tutorial](#).

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Quick Tips

Widget Design

Grab your visitor's attention with customizable widget layouts, themes, and the Chat Badge.

[Watch the video](#)

Social Integration

Personalize visitor interaction by integrating with social networks (Facebook and Google+).

Customized Greetings

Customize the widget's language, pre-chat forms, and online/offline messages.

3. Copy the code under Embed the New Chat Widget.

Part II. Adding the chat widget to ShopFactory

The Chat Widget must be copied and inserted into your website's HTML source code between the *HEAD* tags.

Add the live chat script in your shop following the steps in our KB article,

<https://shopfactory.deskpro.com/en-GB/kb/articles/en-adding-custom-html-codes-within-body-head-sections-or-on-the-front-page-of-the-site>

In ShopFactory, Google Analytics dialog box uses the <head> element so this is where you need to add the favicon link tag.

Note: You can add any custom html in this GA code window, where, the custom html code must be added within the **<head>** section for all pages. (This window is not solely for Google Analytics code.) You can add any html code that needs to be added within **<HEAD>** section.

- Open your shop in ShopFactory
- At the left tree menu, click on **ShopFactory Central** page (if you're not already there)
- Click on "Search Engine Optimization (SEO)" button
- At the popup window, select *Website Analytics* -> and click inside the "**Google Analytics code**" box
- Paste the chat widget in the Google Analytics box

Note: If you have an existing Google Analytics code in there, make sure you add the chat widget below the existing html code to ensure you don't break the existing Google Analytics code in there.