

Google Rich Snippets Implementation for Soapbox

To implement “Aggregate Review” Rich Snippet Mark-up into your Soapbox reviews, please follow the steps below carefully and in the order presented. (All references to “Sellerdeck” apply equally to “Actinic” if earlier versions are in use.)

Please note that for the hReview-aggregate microformat to be recognised correctly by Google, you must be using a single-product-per page format for your website, implemented either by each product being within its own subsection (recommended for Sellerdeck v11 and earlier - more information here <http://www.codepath.co.uk/software/sellerdeck-product-page-converter.html>), or by using Sellerdeck’s Product Pages option (recommended for v12 and later).

Modifications to Sellerdeck (Stage 1)

- Within Sellerdeck, select the ‘Library’ option from the ‘Design’ drop-down menu, select the ‘Layouts’ tab and expand the ‘Soapbox’ group
- Double-click the ‘Soapbox’ layout (first in list).
- If line 9 (approx.) begins with `` then you can skip ahead to the “Soapbox Configuration” Section. If the line begins instead with only ``, complete the remaining steps below.

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- Rename the Soapbox layout (as examined above) to ‘Soapbox_OLD’ (or a similar name) and save the changes.
 - Close Sellerdeck, if you see the red script error indicator appear in Sellerdeck, ignore it – this is expected at this stage.

Soapbox Configuration

- Ensure you are running Soapbox **v6.3.0.5** or later by checking Help | About. If you are on an earlier version, please download and install the latest version from <http://www.codepath.co.uk/download/installsoapbox.exe>
- Within the Soapbox Settings option (the yellow ‘hard-hat’ icon), select the “Review Placement” tab.
- In the lower half of the window, drop down the “Embed Rich Snippet Mark-up” box and select “hreview-aggregate + summary review” option and click ‘OK’.
- Select the “Product Review Management” menu option and select the “Update Sellerdeck” function. Allow this to complete then close and shut-down Soapbox.

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Modifications to Sellerdeck (Stage 2)

- Within Sellerdeck, select the 'Library' option from the 'Design' drop-down menu, select the 'Layouts' tab and expand the 'Soapbox' group.
- Double-click the "SoapboxLayout" selector and then click the "Values" tab.
- If Soapbox_OLD is in the right-hand list, move it to the left
- If Soapbox is in the left-hand list, move it to the right
- Click the "Basic Definition" tab and ensure that "Soapbox" is defined as the "Top Level Value"
- Click OK.

Please check with your designer if you are not sure how to complete these next steps. Different versions of Sellerdeck, and different themes, may require the code to be placed at different points so no further guidance can be given here for individual sites. Alternatively, please contact us if you wish to purchase additional consultancy to complete this stage.

- Add the new conditional opening tag below to your product layout so that all information for the product is within this new tag.

```
<actinic:block if="%3cactinic%3avARIABLE%20name%3d%22SoapboxReviewCount%22%20%2f%3e%20%21%3d%20" >
  <span class="hreview-aggregate">
</actinic:block>
<actinic:block if="%3cactinic%3avARIABLE%20name%3d%22SoapboxReviewCount%22%20%2f%3e%20%3d%3d%20" >
  <span class="not-reviewed">
</actinic:block>
```

- Add **one** closing tag at the appropriate point to close the new tag above. *Note that the opening tag is conditional so only one will opened for any given product.*
- Also in the product layout, locate for the variable **ProductName** where that variable is used to display the product name on the website. Add markup before and after this variable as follows so the line finally reads:

```
<span class="item"><span class="fn">ProductName</span></span>
```

*(Do not just copy/paste the new markup as the **ProductName** variable contains additional hidden code in Sellerdeck. Just add the black text around the existing variable).*

- Save changes to the layout
- Upload your site to the server.

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Testing and More Information

Once you have uploaded your site, you can paste a product page URL from your site into the Rich Snippet Test tool here:

<http://www.google.com/webmasters/tools/richsnippets>

More information about the hreview-aggregate microformat can be found here:

http://support.google.com/webmasters/bin/answer.py?hl=en&answer=146645#Aggregate_reviews

Contact us at <http://www.codepath.co.uk>