



Tree Counter Widget Installation

What is the tree counter widget?

The Treeapp tree counter widget is a dynamic graphic element that can be added to your website pages to display the number of trees you've planted with Treeapp. This allows anyone who visits your website to see the tree-mendous positive impact your company has on the environment! 🌳

Our widget is designed to be lightweight, customisable and reliable. It works without impacting your website's SEO performance and loading speed. It is easy to install and once you add it to your website, it automatically updates the number of trees you planted with us on a regular basis. Plus, using the widget is completely free!

Keep reading to learn about the customization options available and how to install the tree counter widget on your website.

Widget link

The widget will enable your website visitors to open Treeapp's website from your website. What they see depends on your Treeapp profile:

- **No trees planted yet:** links to Treeapp's home page.
- **1+ trees planted:** links to your personalised Treeapp Impact Page. You can control the visibility of your Impact Page in [your profile's settings](#).
 - **Public profile:** Your Impact Page shows your planted trees along with statistics of how your planting activity has made an impact on the environment.
 - **Private profile:** A generic page stating "This profile is private."



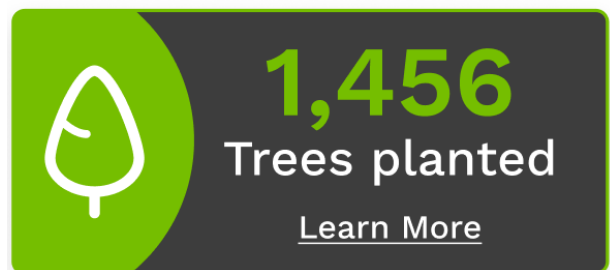
Customisation options

You can install the widget in one of two variants:

- **Light variant.** Light background with contrasting dark text and imagery on top. Will suit your website perfectly if you have a light colour scheme or want the widget to pop from a darker background. This widget variant has a subtle green border and shadow on hover.



- **Dark variant.** Inverted colours, with a dark grey background and light text colour. Perfect if you have a darker colour scheme or want the widget to be more noticeable on a light page background. Displays a green border on hover.



Moreover, you can completely customize the size of the widget, whether depending on your preferences or different screen sizes. We will guide you through the customisation options in the following instructions.



Getting Started

To get started, you need to:

1. Have an **account** on our [business platform](#);
2. Have the **ability to edit the HTML code of your website**, either yourself or with help from developers in your company or a small job for a freelancer. If your website is built using a static website generator platform (WordPress, Wix etc), you will usually still be able to edit the code of the website. Please make sure that you or someone from your team can add some HTML/JS code to your existing web pages.



Code snippets

The code snippets are short pieces of code you will need to insert into your website code to install our widget. While the installation process differs depending on the platform or technology you use on your website, the common principle is that you will need the two code snippets highlighted below to make the widget work on your page(s).

Script snippet

The Script snippet is responsible for the logic behind our widget and its visualisation. It looks like this:

```
<script async  
src="https://www.thetreeapp.org/assets/js/tree-counter-widget.js"  
data-api-key="api_key"></script>
```

The `async` attribute allows this script to load asynchronously, without influencing the loading of the rest of the page. The `data-api-key` attribute is used to contain your private API key (also known as the widget key) with which our platform can identify you. It is essential that you change the placeholder value in the code of this attribute to your unique key. You will learn how to do it in the next section.

Treeapp-widget snippet

The Treeapp-widget snippet is used as an anchor on your page where you want the widget to appear. It looks like this:

```
<treeapp-widget theme="light" style="display: block; width: 250px;  
aspect-ratio: 9/4;"></treeapp-widget>
```

The `theme` attribute allows you to control the appearance of the widget by choosing either `light` or `dark` theme. Inside the `style` attribute, you can control the size of the widget by setting its `width`. It can be set up either absolutely in pixels, or relatively to window or viewport dimensions. The `style.aspect-ratio` controls how the widget's



dimensions relate to each other. We do not recommend changing this value because it will distort the widget.

Steps

Below is the step-by-step guide to successfully install the widget on your website.

- I. Choose the webpage where you want the tree counter widget to be displayed, as well as the exact location on this page where you want the widget to appear.
- II. Get the widget key. To do so, head to your Treeapp B2B account and choose “Integrations”. Select the “Widget” tab. If you have no widget key yet, press “Add a new widget key”. Then, simply copy the widget key using the copy button and store it somewhere for later use.
- III. Start editing the page’s HTML code. How you do this depends on the technology/platform you used to create your website. The main principle is that you need to insert two code snippets (the Script snippet and the Treeapp-widget snippet) to make the widget work on your page.
 - A. If your website is built using simple **JavaScript and HTML**:
 1. In the page’s HTML code, identify the element after which you want the widget to appear. Insert the Treeapp-widget snippet. Customise its code according to your preferences.
 2. At the end of the HTML file, paste the Script snippet. Replace the `api_key` value for the `data-api-key` attribute in the `<script>` element with the real value of your widget key from point 2 above:
 - B. If your website is built with a **JavaScript framework, like React or Vue**:
 1. Look for ways to integrate JavaScript and HTML code into your website. You will need to insert both the Treeapp-widget and Script snippets.



C. If your website is built with a **site builder, like Shopify or Wix:**

1. For Wix:

- a) Edit site
- b) Add Elements → Embed HTML
- c) Insert code snippets `<treeapp-widget>` and full `<script>` (see above)
- d) Replace the `api_key` value for the `data-api-key` attribute in the `<script>` element with the real value of your widgetkey from Step II above.

2. For Shopify:

- a) Go to your Shopify admin site
- b) Click on “Customize”
- c) Click on “Edit code”
- d) Click on the template that you want to edit
- e) Insert the code snippet `<script>` before the closing `</body>` tag. Replace the `api_key` value for the `data-api-key` attribute in the `<script>` element with the real value of your widget key from Step II above.
- f) Insert the code snippet `<treeapp-widget>` in the place where you want it to appear on the page.

3. While we cannot provide step-by-step guidance for other platforms, here are some resources that might help you integrate our widget with the platform you use:

- a) [WordPress](#)
- b) [Squarespace](#)
- c) [Site123](#)
- d) [Webflow](#)
- e) [Tilda](#)



We recommend testing your widget after setting it up before deploying the changes to the production environment. If something goes wrong, you can see the errors by opening Developer Console/Developer Tools in your browser.

Common errors

API key not provided/incorrect

When no correct API key is provided, the widget will display the text “We plant with Treeapp” instead of the tree count. Moreover, you can see the error itself by opening the Developer console (usually by pressing F12 or, if you’re on Mac, then Cmd+Opt+J). An error saying

```
GET https://api.thetreeapp.org/v1/impacts/trees 401  
tree-counter-widget.js:1 (treeapp-widget fetch) couldn't get tree count -- invalid  
server response
```

Indicates that the API key was not provided or was incorrect. Make sure that the **data-api-key** attribute contains the correct value (for more details refer to Steps > II and Steps > III).

JS script not inserted

If you haven’t inserted the `<script>` element, the widget will not be displayed on the page. Remember to always include both `<script>` and `<treeapp-widget>` code snippets.

Contact

If you have problems installing the widget, please reach out to us at hello@thetreeapp.org and we will do our best to help you! However, please note that we may not be able to provide guidance related to third-party platform-specific issues, such as errors on the website builder platforms.