Legacy.com®

Integration Tools:
Implementation Guide

Overview

Legacy.com has developed a set of accessible APIs and embeddable widgets that allow your paper to integrate obituary content into other pages on your website.

BENEFITS
- Connect your audience to Legacy-managed content
- Amplify your traffic and engagement, increasing revenue share
- Integrate hyperlocal content into your website

SEAMLESS INTEGRATION
The widgets have been developed to inherit the font styles from your website so that they will take on the look and feel of the page where they are embedded. The widgets will span to fit the width of their placement on your site.

We are happy to assist you with any issues with the layout or styles of your widgets. Please contact marketing@legacy.com with any questions or feedback.

GETTING STARTED IN THREE EASY STEPS
1. Choose which widget you'd like to apply to your site
2. Contact Legacy.com at marketing@legacy.com. Legacy will provide the script needed to display on your site
3. Place script onto page(s) on your site where you'd like to promote obit content

Recent Obituaries

DESCRIPTION
This widget allows you to place a listing of the most recent obituaries onto any page of your site.

FEATURES
The recent obituaries widget allows users to view the specified number of obituaries, view an individual obituary, and view all of your recent obituaries.

You have the ability to determine:
- How many obituaries appear in the widget
- How the obituary list is selected (alphabetical, random selection)
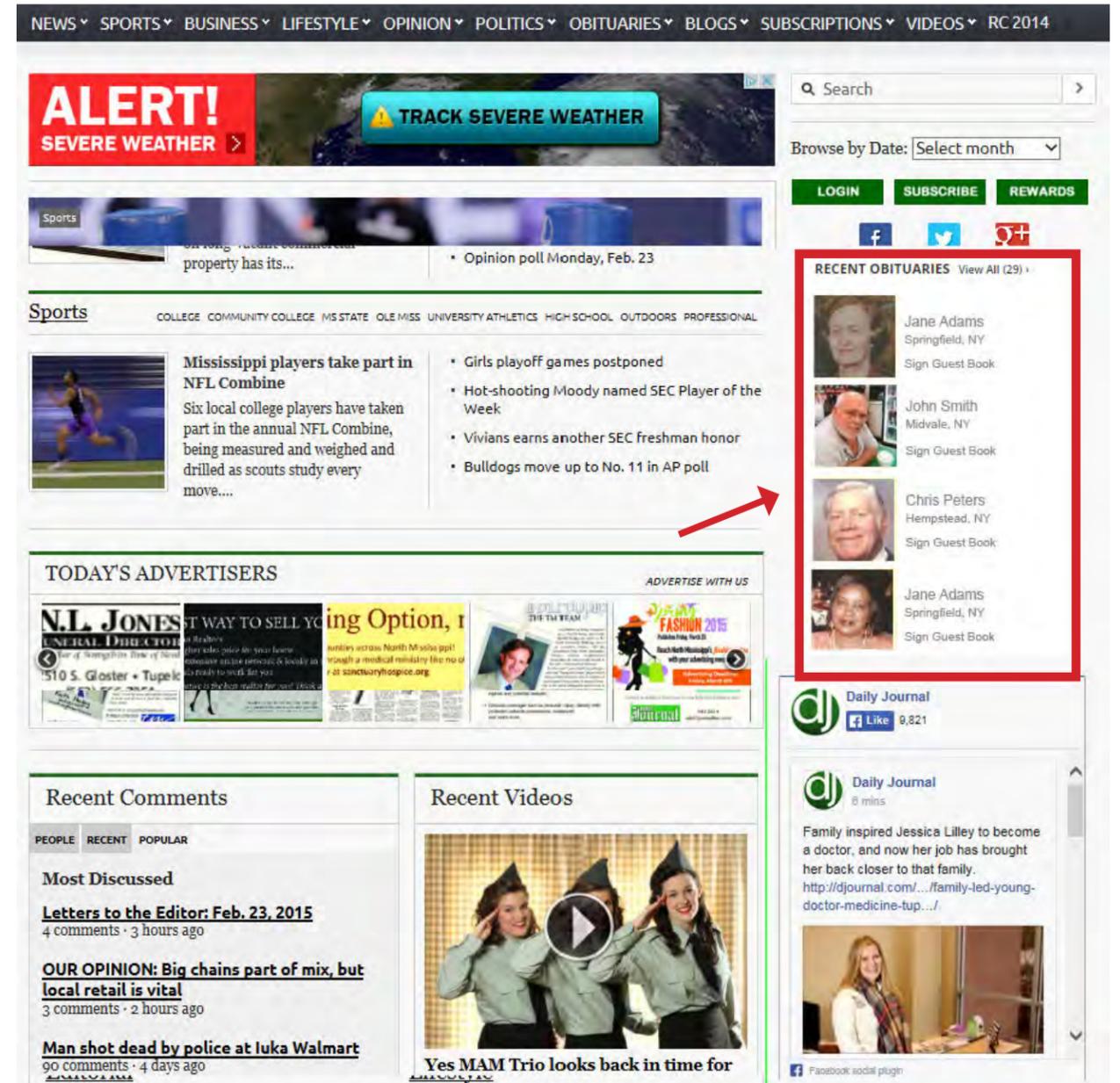- Preference to obituaries with photos

PLACEMENT OPPORTUNITIES
This widget can be placed on any page on your website to allow users to view recent obituaries within your community.

Some ideal placements include:
- Website homepage
- Local news section fronts
- Community or Lifestyle sections

EXAMPLE

Search Input Obituary

DESCRIPTION

This widget allows users to search for obituaries by first name, last name or keyword from any page on your site. The results are filtered to your specific newspaper and will allow users to continue searching additional criteria or date ranges.

FEATURES

The search input widget allows users to search obituaries by first name, last name, or keyword to quickly and easily find obituaries.

PLACEMENT OPPORTUNITIES

The search input widget can be placed on any page on your website to allow users to search obituaries by name and/or keyword.

Some ideal placements include:
- Website homepage
- Local news section fronts
- Search pages

EXAMPLE

Search Results

DESCRIPTION
This widget can be added to your site's search results page to allow users to locate obituary results that match their search query.

The search results widget allows users to access additional obituary search results when searching for content on your site. This enables users to find content that previously was not available through site search.

FEATURES
The search results widget can accept a user's search query to find related obituary content and serve that content up on your search results page.

PLACEMENT OPPORTUNITIES
  - Add to search results page to allow users to find related obituary content:

Example: User search for "John Smith". In addition to newspaper results, obituary results can be served alongside other results.

NOTE: This widget requires a small amount of page manipulation to pass your user's search terms into the widget.

EXAMPLE

Single Obituary

DESCRIPTION
The single obituary widget highlights the obituary of a one individual and links to that obituary. This allows users to safely share their condolences on the Legacy.com moderated Guest Book, increasing engagement with your site.

The single obituary widget allows you to place a specific obituary on a page on your website. This can help drive traffic from a news story or other page directly to the obituary so that the user can find ongoing news coverage associated with a death.

FEATURES
The recent obituaries widget allows users to view a specific obituaries.

PLACEMENT OPPORTUNITIES
  – News story associated with locally significant death
  – News story associated with international/national/celebrity death

EXAMPLE

Implementation + Next Steps

Adding widgets to your pages is easy! Simply copy and paste the code provided on every page where you want a widget to appear.

WIDGETS: THREE EASY STEPS
1. Choose which widget(s) you'd like to apply to your site
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3. Place script onto page(s) on your site where you'd like to promote obit content

APIs
Each widget is also supported by an accessible API that can provide you with more direct interaction with the same data. If you would like to engage these API's directly, please contact us at marketing@legacy.com.

Conclusion

These widgets offer a number of options to show your obituary content onto additional pages of your website. These widgets are designed to fit seamlessly with the design of your site by automatically inheriting your fonts and spanning to the size of your page.

If you have feedback, ideas, support needs or would like to interact with our API's directly, please contact marketing@legacy.com.