

TECOBI Website Integration Instructions

Provide this sheet to the dealership's website provider. Replace **CLIENT_ID** with the dealership's assigned TECOBI client ID before installation.

Purpose

TECOBI website forms should be the primary way customers request text contact, quick qualification, or a credit application. These forms include the proper disclosures and opt-in language for SMS and AI-assisted follow-up, giving the dealership traceable consent records.

1. Install the Widget Script on Every Page

Add the TECOBI widget script immediately before the closing `</body>` tag on **all website pages**. This script loads the TECOBI widget and enables buttons, links, SRP pages, VDP pages, and embedded form sections to trigger TECOBI forms.

```
<!-- Include the TECOBI SMS Widget JavaScript just before </body> on ALL PAGES -->
<script id="tecobi-widget-include" src="https://widget.tecobi.com/widget.js?clientId=CLIENT_ID"></script>
```

Important: Do not install this on only one page. The widget code needs to be available globally so CTAs and embedded forms work across the website.

2. Lead Capture Requirement

- Use TECOBI widget forms or TECOBI embedded forms wherever the customer is requesting to be contacted by text.
- Avoid replacing TECOBI forms with native website forms unless those forms capture compliant SMS consent and pass the lead into TECOBI.
- For the cleanest setup, website leads should flow through TECOBI first so automated follow-up can begin correctly and consent remains traceable.

3. Required SRP and VDP CTA Buttons

Add two CTA buttons on all search results pages (SRPs) and vehicle detail pages (VDPs):

CTA Label	Button Class	Purpose
Text Us	tecobi-contact-us-toggle	Opens the TECOBI contact form on the widget.
Quickly Qualify	tecobi-quick-qualify-toggle	Opens the TECOBI quick qualify form on the widget.

Quick Qualify availability: Quick Qualify is only available when the dealership has the 700 Credit integration active. The email that includes the dealership's TECOBI client ID will indicate whether Quick Qualify should be installed/enabled. If Quick Qualify is not listed as active, do not add the Quickly Qualify CTA or embedded form.

4. Widget Button Triggers

Add one of the following classes to any button or link to open the matching TECOBI form inside the widget.

Action	Class to Add
Open Contact Form	tecobi-contact-us-toggle
Open Quick Qualify Form	tecobi-quick-qualify-toggle
Open Full Credit Application	tecobi-full-credit-toggle

Example Button Markup

```
<a href="#" class="tecobi-contact-us-toggle">Text Us</a>
<a href="#" class="tecobi-quick-qualify-toggle">Quickly Qualify</a>
<a href="#" class="tecobi-full-credit-toggle">Apply for Financing</a>
```

Reminder: Only use the Quick Qualify trigger if the 700 Credit integration is active for this dealership. Check the client ID email for confirmation.

5. Embedded Form Options

Use embedded forms when the dealership wants a TECOBI form placed directly inside page content instead of opened through the widget.

Form	Embed Code
Simple Contact Form	<div data-tecobi-embed="signup" style="width: 100%; height: 100%;"></div>
Quick Qualify - only if 700 Credit is active	<div data-tecobi-embed="quick-qualify" style="width: 100%; height: 100%;"></div>
Full Credit Application	<div data-tecobi-embed="full-credit-app" style="width: 100%; height: 100%;"></div>

6. Recommended Placement

Page / Area	Recommended TECOBI Integration
All pages	Global TECOBI widget script before </body>.
SRP pages	Text Us CTA, plus Quickly Qualify CTA only if the client ID email says 700 Credit is active.
VDP pages	Text Us CTA near primary lead actions, plus Quickly Qualify only if 700 Credit is active.
Finance / credit pages	Full Credit Application embed or button trigger.
Contact pages	Simple Contact Form embed or Contact Form widget trigger.

7. Launch Verification Checklist

- Widget script is installed once on every page.
- CLIENT_ID has been replaced with the dealership's assigned TECOBI client ID.
- Text Us CTA opens the Contact Form from SRPs and VDPs.
- If the client ID email indicates 700 Credit is active, Quickly Qualify CTA opens the Quick Qualify form from SRPs and VDPs.
- If 700 Credit is not active, Quickly Qualify CTA and Quick Qualify embed are not installed.
- Full Credit Application trigger or embed works on finance-related pages.
- Embedded forms display correctly on desktop and mobile.
- Submitted test leads appear in TECOBI with the correct source and consent record.

Final rule: Any customer request for text follow-up should flow through TECOBI whenever possible so the dealership has proper opt-in tracking and automated follow-up can begin correctly.

Client ID Email Reference

The email sent with the dealership's TECOBI client ID should be used as the source of truth for dealership-specific setup details, including whether Quick Qualify is available through an active 700 Credit integration.