

# Chicory Software Development Kit

## OVERVIEW

The following installation guide will lead you through the integration requirements, configurations and features of the Chicory Software Development Kit (SDK). While installing the SDK on your site is simple, it is essential that you maintain specific standards on your site in order for Chicory's technology to function seamlessly.

The Chicory SDK must be able to identify two key elements of a recipe page— the recipe metadata and the recipe card structure. The recipe metadata is what allows Chicory to interpret the recipe title, ingredients and preparation of a specific recipe. The recipe card structure enables Chicory to understand where to inject products like Chicory Premium advertisements and the Recipe Activation button. While supported WordPress plugins, such as WordPress Ultimate Recipe, help publishers support both of the above requirements without any additional work, Chicory provides many methods of integrating the SDK with ease.



**Pro Tip:** Ensure these guidelines are followed in all environments where Chicory will be used including staging, QA and development environments.

## RECIPE METADATA FORMATS

Before the Chicory SDK can be installed, the recipe content on your site must be properly formatted to accepted metadata specifications. Properly formatting recipes ensures that Chicory can recognize the recipe data on the page. Chicory supports the Schema.org Recipe specification (<https://schema.org/Recipe>) in the following formats:

- JSON-LD (preferred)
- hRecipe Microformat
- RDFa



**Pro Tip:** Publishers can use the Schema.org validator tool to ensure that your formatting is according to spec: <https://validator.schema.org/>

# STRUCTURING THE RECIPE CARD

In order to inject Chicory Premium ads or the Recipe Activation button into your recipe content, Chicory must first understand the layout of your recipe card. Chicory supports recipe card structures used by common recipe management plugins (see WordPress Plugins) and the following HTML ID/classes.

Event Name	Availability	ID	Description
Recipe	Required	recipe	The div containing the recipe card structure, such as the recipe title, recipe ingredients, recipe preparations, etc.
Ingredients	Required	recipe-ingredients	The div containing a list of recipe ingredients needed to make the recipe
Post / Article	Optional	article	The div containing the content for the entire page, if it consists of more than just recipe content
Preparation	Optional	recipe-preparation	The div containing the recipe preparations/instructions

## RECIPE CARD PLUGIN SUPPORT

Chicory currently supports seven recipe card plugins that will meet the recipe metadata and recipe card structure requirements.

- WordPress Ultimate Recipe (<https://wordpress.org/plugins/wp-ultimate-recipe/>)
- WordPress Recipe Maker (<https://wordpress.org/plugins/wp-recipe-maker/>)
- RecipePress Reloaded (<https://wordpress.org/plugins/recipepress-reloaded/>)
- Cooked (<https://wordpress.org/plugins/cooked/>)
- Mediavine Create (<https://wordpress.org/plugins/mediavine-create/>)
- RecipeCard Blocks Pro (<https://recipecard.io/>)
- Recipes Generator (<https://www.recipesgenerator.com/>)



**Pro Tip:** If you opt not to use a recipe card plugin, Chicory recommends using Recipes SEO (<https://www.recipesseo.com/>) or Schema.org (<https://www.schema.org/recipe/>) to ensure that proper data structure and recipe formatting is applied for optimal performance.



# INSTALLING THE CHICORY CODE

There are two methods in which Chicory can be installed and configured on publisher sites: Standard Installation or Single-Page App Installation.

## Standard Installation

Please place the following `<script>` tag into the header of any recipe pages, just before the closing `</head>` tag. Chicory uses the script defer attribute, which will asynchronously fetch the Chicory SDK and delay execution until the page fully loads. This is the optimal way to load the Chicory code and results in the fastest loading time on the page.

```
<script defer src="//www.chicoryapp.com/widget_v2/"></script>
```

Chicory recommends only injecting the Chicory SDK on recipe pages and not across the entire publisher site. This results in faster loading and rendering times on non-recipe pages and reduces the load on Chicory's system by reducing the payload size and number of network calls, which is great for mobile.

You may also load this JavaScript file using a tag manager, like Google Tag Manager, or a JavaScript dependency manager, such as RequireJS. Please reach out to [publishers@chicory.co](mailto:publishers@chicory.co) if help is required with your web framework.

## Single-Page App Installation

To install the Chicory code on a Single-Page Application (SPA):

1. Ensure that the recipe page metadata is rendered as part of the page source at load in order to be scrapable.
2. Execute this function to include the Chicory SDK in the app

```
(function(w, d, s, n, u, a, m) {
  w['ChicoryObject'] = n;
  w[n] = w[n] || function() {(w[n].q = w[n].q || []).push(arguments)},
  w[n].l = 1 * new Date();
  a = d.createElement(s),
  m = d.getElementsByTagName(s)[0];
  a.async = 1;
  a.src = u;
  m.parentNode.insertBefore(a, m)
})(window, document, 'script', 'chicory',
'https://chicoryapp.com/widget_v2');
```



3. Set the recipe context with the following method each time the app loads a recipe on the page.

```
chicory('setRecipe', ' https://recipes.com/recipe/ultimate-bacon');
```

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## CUSTOMIZING THE CHICORY BUTTON

If you wish to customize the appearance of the Chicory button, you may do so by overriding the CSS definition for the custom Chicory div:

```
<div class="chicory-order-ingredients"></div>
```

For example:

```
<style>
.chicory-button-container button {
display: block;
line height: auto;
border: 1px solid #bcbbc;
background: #bf132b;
color: #ffffff;
}
</style>
```



**Pro Tip:** Publishers can match the color of the Chicory button to the theme of a site to ensure a smooth and consistent look for users. Reach out to Chicory directly with any questions about further customization options.

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## OPTING OUT OF ADS FOR INDIVIDUAL RECIPES

If you want to prevent Chicory ads from appearing on specific recipe pages, there are two options: either add a JavaScript snippet to those recipe pages or add a HTML <div> element. Instructions for both methods are available on the following page.



## Using JavaScript

Add the following code to the recipe page:

```
<script>var CHICORY_NO_ADS=true</script>
```

## Using HTML

Add the following code to the recipe page:

```
<div class="chicory-no-ads"></div>
```

After adding either of these, Chicory ads should no longer appear on the recipe.

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## REMOVE BUTTON FOR INDIVIDUAL RECIPES

If a publisher wants to hide the Chicory button on specific recipe pages, there are two options: either add a JavaScript snippet to those recipe pages or add a HTML <div> element. Below are instructions for both methods.

## Using JavaScript

Add the following code to the recipe page:

```
<script>var CHICORY_NO_BUTTON=true</script>
```

## Using HTML

Add the following code to the recipe page:

```
<div class="chicory-no-button"></div>
```

After adding either of these, the Chicory button should no longer appear on the recipe.



## OPTING OUT OF IN-LINE ADS ONLY

In order to disable in-line ads only, please include the following script in your HTML, before the script tag for our SDK:

```
<script>window.ChicoryConfig={inlineAdsEnabled:false};</script>
```

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## BUTTON PLACEMENT

Chicory suggests all partners ensure that the Recipe Activation button is inserted above the Chicory Premium pairings ad unit. To do so, simply add the following div in the desired location:

```
<div id="chicory_premium_pairings_unit"></div>
```

For example, if a publisher is using a custom button location (custom Chicory div) and wishes to have the button show above the pairings ad unit, order the Chicory HTML div elements as follows:

```
<div class="chicory-order-ingredients"></div>
<div id="chicory_premium_pairings_unit"></div>
```

This will ensure that the pairing ad unit will display below the Chicory button.

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## TROUBLESHOOTING

If you encounters any difficulties upon installing the Chicory SDK, please reach out to the Chicory team at [publishers@chicory.co](mailto:publishers@chicory.co) for support.

