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**REGISTRATION (CONTACT US) PAGE IMPLEMENTATION GUIDE**

This document contains technical instructions for linking a Registration (Contact Us) Page with Lasso to capture Online Registrant data in your project database. It includes mapping information for basic field values such as first and last name and email as well as specific value IDs for Registration Page questions and answers.

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| There are three key variables needed to ensure that registrations on your website will be submitted correctly to the project database in Lasso. They are:   * + - **Lasso UID**     - **Client ID**     - **Project ID**   Along with these variables, the Registrant’s **First Name** and **Last Name** are required as part of the basic contact information submitted to the Lasso project database. It is recommended to also make **Email Address** a required field on the form, particularly if an automatic email reply is being sent upon form submission. As well, a **CAPTCHA code** and/or **Honeypot** should be used to **prevent spam** submissions on your website.  The following pages contain the information you need to connect your Registration Page to Lasso. Please contact your Lasso Client Director for testing and trouble-shooting. |

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**Project Name****:**

Lasso UID, Client ID, and Project ID

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| The following three fields are needed to direct the form submission to the correct database. It is very important that these values remain **hidden** from the public: | |
| **Lasso UID** | *<input type="hidden" name="LassoUID" value=" "* /> |
| **Client ID** | *<input type="hidden" name="ClientID" value="" />* |
| **Project ID** | *<input type="hidden" name="ProjectID" value="" />* |

1. Form Posting

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| Post the form to: |
| *<form method="post" action="http://www.mylasso.com/registrant\_signup.php">* |
| There are two methods that can be used to post your form to Lasso: |
| **A. Through a back-end system (\*\*\*RECOMMENDED\*\*\*)**  To reduce the amount of spam getting through to your project database in Lasso, it is advised to first post the form to your website server using a CAPTCHA and/or Honeypot. If the CAPTCHA/Honeypot validates the submission, subsequently post to a back-end system and add the appropriate IDs and values. From there, submit the data to Lasso. Not only will this increase the probability that a human rather than a bot is filling out the form but it will also ensure that the Lasso UID, Client ID, and Project ID remain hidden from the public.  For more information on CAPTCHA and Honeypots, please refer to:  <https://www.google.com/recaptcha/intro/index.html>  <http://cs.wikipedia.org/wiki/CAPTCHA>  <http://en.wikipedia.org/wiki/Honeypot_%28computing%29> |
| **B.** **Directly via HTML**  The form can be posted directly to Lasso using HTML. However, all IDs and values, including Lasso UID, Client ID, and Project ID can be viewed in the source code by the public. This is not recommended. |

**Note**: You may use a Contact Management Systems (CMS) such as WordPress or Drupal for your Registration Page but please ensure that the form is submitted using POST rather than GET. All Registration Pages *must* be submitted using POST.

1. Sales Rotation

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| Lasso allows for the automatic assignment of online Registrants to specific sales reps (sales rotation). Use the following registrationPageIdentifier to assign an online registrant to a Sales Rep: |
| *<input type="hidden" name="registrationPageIdentifier" value=" " /* |

1. Registrant Contact Information Required Fields

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| **First and last name are required** for a successful form submission. Use the following syntax: | |
| **First Name** | *<input type=”text” name=”FirstName”>* |
| **Last Name** | *<input type=”text” name=”LastName”>* |

1. ADDITIONAL Contact Information

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| Contact information aside from the Registrant’s first and last name can also be requested. It is recommended to include an email address field on your form and make it required, particularly if an Auto-reply email is implemented.  Use the following syntax for additional fields: | |
| **Email Address** | *<input type=”text” name=”Emails[Primary]”>*  *<input type=”text” name=”Emails[Secondary]”>*  *<input type=”text” name=”Emails[Tertiary]”>* |
| **Phone Numbers** | *<input type="text" size="XX" name="Phones[Home]" value="" />*  *<input type="text" size="XX" name="Phones[Cell]" value="" />*  *<input type="text" size="XX" name="Phones[Work]" value="" />*  *<input type="text" size="XX" name="Phones[WorkExt]" value="" />*  *<input type="text" size="XX" name="Phones[Fax]" value="" />*  *<input type="text" size="XX" name="Phones[Pager]" value="" />* |
| **Address (one only)** | *<input type="text" size="XX" name="Address" value="" />*  *<input type="text" size="*XX*" name="City" value="" />*  *<input type="text" name="Province" size="XX" maxlength="XX" value="" />*  *<input type="text" name="PostalCode" size="XX" maxlength="XX" />*  *<input type="text" name="Country" size="XX" maxlength="XX" value="" />* |
| **Name Title** | *<select name="NameTitle"> <option label="Not Specified" value="">Not Specified</option> <option label="Mr" value="Mr">Mr</option> <option label="Mrs" value="Mrs">Mrs</option> <option label="Mr &amp; Mrs" value="Mr &amp; Mrs">Mr &amp; Mrs</option> <option label="Ms" value="Ms">Ms</option> <option label="Miss" value="Miss">Miss</option> <option label="Dr" value="Dr">Dr</option> </select>* |
| **Contact Preference** | *<select name="ContactPreference"><option label="Any" value="Any">Any</option> <option label="Email" value="Email">Email</option> <option label="Mail" value="Mail">Mail</option> <option label="No Contact" value="No Contact">No Contact</option> <option label="No Email" value="No Email">No Email</option> <option label="Phone" value="Phone">Phone</option> <option label="Text" value="Text">Text</option> </select>* |

1. Rating, Source, Secondary Source

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| If you are identifying your registrants by including Rating, Source, and/or Secondary Source as hidden fields on your Registration Page, use the following syntax: | |
| **Rating** | *<input type="hidden" name="RatingID" value=" XXXXX " />* |
| **Source Type** | *<input type="hidden" name="SourceTypeID" value=" XXXXX " />* |
| **Secondary Source Type** | *<input type="hidden" name="SecondarySourceTypeID" value=" XXXXX " />* |

1. Registration Page Question and Answer Value IDs

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| In order to collect question and answer data from the Registration Page, the syntax on the form must include specific question types and IDs that are generated when the questions and answers are set up in the Lasso database.  **Available Question Types**: | |
| **Dropdown** | *<select name="Questions[XXXXX]">*  *<option value=""> - </option>*  *<option value="XXXXX">answer name </option>*  *</select>* |
| **Checkbox** | *<input type="checkbox" name="Questions[XXXXX][]" value="XXXXX" />* |
| **Radio Button** | *<input type="radio" name="Questions[XXXXX]" value="XXXXX" />* |
| **Manual Input** | *<input type="text" name="Questions[XXXXX]" value="" maxlength="XXX" />* |

1. VAlue Ids for Your Registration Page

Following are the value IDs for your Registration Page:

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**Client**

|  |  |
| --- | --- |
| **ID** | **Name** |
| 973 | QUIGG Realty Inc. |

**Project**

|  |  |  |
| --- | --- | --- |
| **ID** | **Name** | **LassoUID** |
| 5646 | QUIGG | Gsypu@3A4r |

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| 38884 | How did you hear about us?  *How did you hear about us?* | Drop-Down (Single) | |  |  | | --- | --- | | 179472 | advertising | | 179473 | news publication | | 179474 | open house event | | 179475 | Redfin | | 179476 | signage | | 179477 | social media | | 179478 | Trulia | | 179479 | Zillow | | 189259 | Agent/Broker | | 189260 | Direct Mail | | 189261 | Word of Mouth | | 189262 | Other | |

**Client**

|  |  |
| --- | --- |
| **ID** | **Name** |
| 973 | QUIGG Realty Inc. |

**Project**

|  |  |  |
| --- | --- | --- |
| **ID** | **Name** | **LassoUID** |
| 5646 | QUIGG | Gsypu@3A4r |

1. Thank-You Page URL

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| To redirect the Registrant to a Thank-you Page (hosted on the project website) once the form is successfully submitted, the following hidden input must be added at the top of the form:  ***Sample code***: |
| *<input type="hidden" name="SignupThankyouLink" value="http://www.somesite.com/our\_thankyou.html" />* |
| For reference, please see [*http://www.bestbuilderhomes.com/BestBuilder-ThankYou.html*](http://www.bestbuilderhomes.com/BestBuilder-ThankYou.html).  To control the redirect to the Thank-you Page on the client side, use the following syntax: |
| *<input type="hidden" name="SignupThankyouLink" value="DO NOT REDIRECT" />* |

1. Auto-Reply Email URL and Subject Line

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| The automatic reply email (**Auto-Reply**) is a web page that is pulled from the URL and then mailed to the Registrant, To include an Auto-Reply, along with the Thank-you Page, add the following hidden input:  **Note**: The Auto-Reply must have absolute paths for all links and images. | |
| **Auto-Reply URL** | ***Sample Code****:* |
| *<input type="hidden" name="SignupEmailLink" value="http://www.somesite.com/our\_email\_thankyou.html" />* | |

To set the **Subject Line** of the email, using a token to automatically pull the project name from Lasso, add the following hidden input:

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| **Subject Line** | ***Sample Code****:* |
| *<input type="hidden" name="SignupEmailSubject" value="Thank you for registering at [@PROJECT\_NAME]." />* | |

**Note**: Once the email is generated from Lasso, the system will take *the [@PROJECT\_NAME]* token and replace it with the name of the project as it is in Lasso.

If you are not implementing an Auto-reply Email, set the value attributes of the *SignupEmailLink* and *SignupEmailSubject* fields to blank values as per the following

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| --- | --- |
| **No Auto-Reply URL** | ***Sample Code****:* |
| *<input type="hidden" name="SignupEmailLink" value="" />* | |
| *<input type="hidden" name="SignupEmailSubject" value="" />* | |

For reference, please review the code at [*http://www.bestbuilderhomes.com/BestBuilder-ThankYou-Email.html*](http://www.bestbuilderhomes.com/BestBuilder-ThankYou-Email.html).

1. Auto-Reply Email Personalization Tokens

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| It is possible to pull certain personal information from the project database into the Auto-Reply email using tokens as follows:   |  |  | | --- | --- | | **Registrant Tokens:** | **Sales Reps Tokens*:*** | | * *[@NAME\_TITLE]* | * *[@S\_FIRST\_NAME]* | | * *[@FIRST\_NAME]* | * *[@S\_LAST\_NAME]* | | * *[@LAST\_NAME]* | * *[@S\_EMAIL]* | |  | * *[@S\_PHONE]* |   **Example**:  John Doe signs up on the Registration Page and, upon signup, is assigned to Frank Smythe, the sales rep.  The page could be set up as follows:   |  |  | | --- | --- | | ***Tokens used in Auto-reply Email:*** | ***Auto-Reply Email sent to Registrant:*** | | *Dear [@FIRST\_NAME],* | *Dear John,* | | *Thank you for signing up with...* | *Thank you for signing up with...* | | *Sincerely,* | *Sincerely,* | | *[@S\_FIRST\_NAME] [@S\_LAST\_NAME]* | *Frank Smythe* | | *[@S\_PHONE]* | *604.555.121* | | *[@S\_EMAIL]* | *frank@smythe.com* | |

1. TESTING THE REGISTRATION PAGE

Compare your form submission to an example of a successful submission to Lasso by doing the following:

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| 1. Open the registration page URL, e.g. [*http://bestbuilderhomes.com/BestBuilder-Registration.html*](http://bestbuilderhomes.com/BestBuilder-Registration.html). |
| 2. Right‐click on a field and select *Inspect Elements* or click *CTRL* + *SHIFT* + *I* . |
| 3. Find the form action and replace it with [*http://www.mylasso.com/registrant\_signup\_test.php*](http://www.mylasso.com/registrant_signup_test.php). |
| 4. Complete the form and submit. |
| 5. You will see two columns**: Received Submission** and **Example Submission**.  Ensure that your syntax matches the example, with the exception of your specific value IDs. |

Web Developer Access to Client's Lasso account:

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| As a web developer, if you do not have access to your client’s account for testing purposes, please ask them to set you up as a user on the system with the appropriate permissions. If they do not know how to do this, please have the client contact Lasso. |

Error Codes you may encounter:

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| *104;"Fatal";"Missing Page Parameters";"The page you are trying to access requires parameters that were not set."*  If you receive this error, it may be that one of your fields is named incorrectly. Check your syntax against this document. |
| *112;"Fatal";"Email found in system.";"One or more of the specified emails already exists."*  This error may happen if your project’s setting for ‘allow email duplicates’ is disabled and a registrant signs up with an email that already exists in the project database. |