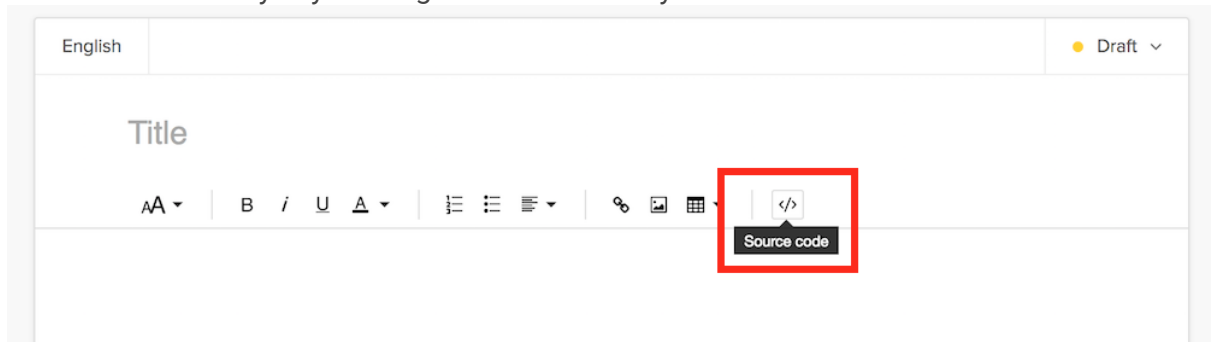




Using a Third Party CMS (Wordpress, Drupal, Wix, Zendesk, Medium)

If you're using a third party content management system to manage your website, you'll need to open the HTML source code for that page, then follow the instructions below.

1. Log into your CMS backend.
2. Find the post/page/article you want to edit.
3. Switch your CMS view to look at the source code.
 - This is almost always by clicking the `</>` button in your CMS - see below.



- You will need some basic HTML knowledge in order to navigate the code and determine exactly where to paste the `<iframe>`.
- Certain CMSs (like Zendesk, which we use) may require that you select "Allow unsafe HTML"s in order for the iframe to properly run.

Wordpress CMS

Wordpress.com does not allow iframes, meaning you can't imbed a Matterport 3D model into a Wordpress post. Websites that use the Wordpress CMS, however, do allow iframes, meaning you can paste the iframe code directly into any given page. You can use the following WP plug-ins to do this:

1. [Embed.ly plugin](#)
2. [Embed.ly's Matterport support plugin](#)
3. [iframe plugin](#)
4. [WP3D Models](#)

Wordpress CMS

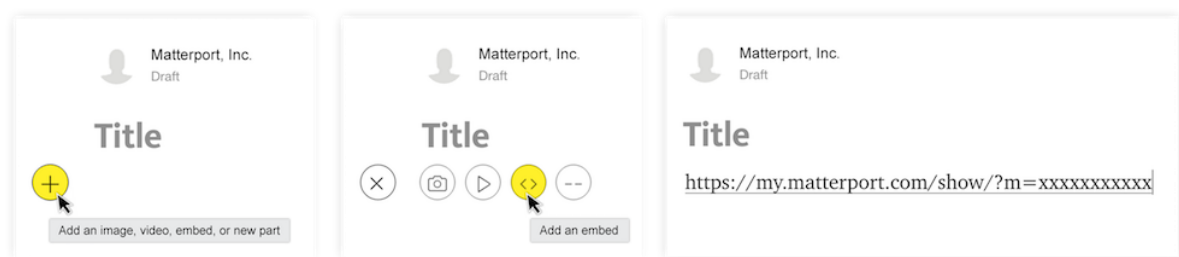
Wordpress.com does not allow iframes, meaning you can't imbed a Matterport 3D model into a Wordpress post. Websites that use the Wordpress CMS, however, do allow iframes, meaning you can paste the iframe code directly into any given page. You can use the following WP plug-ins to do this:

1. [Embed.ly plugin](#)
2. [Embed.ly's Matterport support plugin](#)
3. [iframe plugin](#)
4. [WP3D Models](#)

Medium Blog Post

Follow the instructions below to imbed a Matterport model into your [Medium](#) blog post.

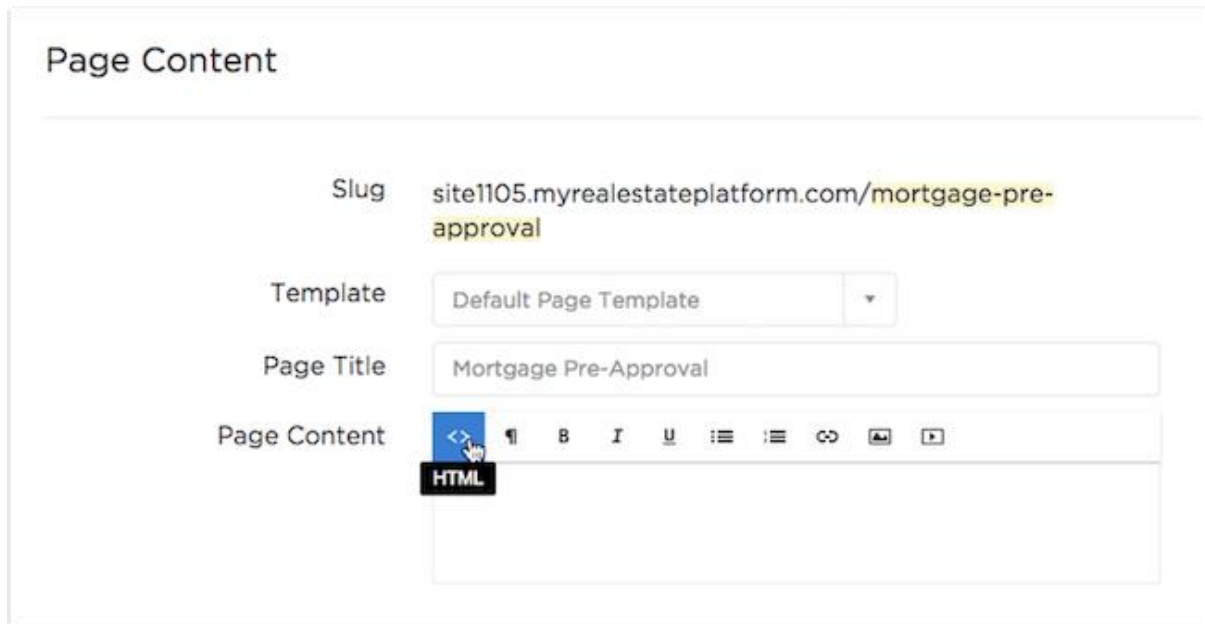
1. Open the Medium page where you want to embed the code.
2. Click the "+" button to add a new section.
3. Click <> to specify that you want to imbed a code.
4. Paste your 3D model's URL.



Placester

Follow the instructions below to imbed a Matterport model into [Placester](#).

1. Open the Placester page where you want to imbed the code.
2. Click the HTML icon "<>".



3. Paste the iframe embed code.
4. Click the HTML icon "<>" to return to the visual editor.
 - You should now see your iframe embedded directly.
5. Save your changes to make the imbed live on the site.

Learn more about this process at [Placester's support page](#).

Direct Access to the HTML Source Code

If your CMS doesn't allow you to make changes, you'll need to contact your site's webmaster and ask for access - if you *do* have access to edit your site's HTML, add the <iframe> code directly to the HTML source code.



BEST PRACTICES

A **3D Virtual Tour** is a relatively new format compared to pictures and videos. To help integrate it into your existing marketing we have compiled **this list of best practices** for your Virtual Tour so it can have the maximum effect on your users and your marketing.

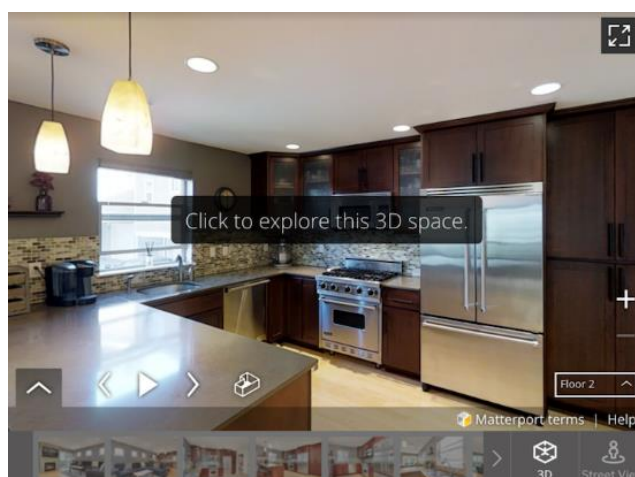
Create Content

- Guided Tour
- Media tags including Video
- 360° Views

Call-to-Action

Users who are told specifically what to do and what they're going to experience are more likely to explore your 3D tour. Without this some users may not engage with the tour, known as "bounce".

You can reduce this bounce rate by introducing a 3D tour to the user. (Follow the tips below).



1. Make sure the 3D showcase is distinct from the rest of your space.
2. Write short, concise copy that instructs users to enter Showcase.

Place Media in key locations

Add links in your tour with specific calls to action - this will direct users to models on other pages, like the listing webpage.

You can also use tags to link out to other pages, like YouTube.

Engage Users with a Guided Tour





Users that understand the concept of a 3D model will want to explore immediately. We suggest having a guided highlight tour.

To make this happen, pick your highlights and we can make this into a tour. Adding auto-play will also help to grab the users attention.

We recommend always using the guided tour option with at least one location. This will engage the user quickly and the show the user how to navigate the tour.

All Guided Tours should be kept short and snappy.

Include a User Guide

-  This button will play the selected highlights of your tour.
-  Use this button to switch to a first-person view of the tour.
-  This button will show you the floor plan. Use it to travel to specific areas.
-  This button will allow you to move between floors within your tour.

Colour Code your Tags



The blue icon will show you information.



The red icon will show you a video.



The purple icon allows you to navigate between different buildings.



The green icon moves you quickly to different parts of the tour.