

# Embedding Guidelines

June 2016



# Introduction:

## *3D Showcase Embedding Guide*

### Engage Your Website Visitors with Embedded 3D Spaces

Matterport provides a variety of tips and tricks to help our customers increase website engagement with our 3D Spaces. Read a few of the most popular tips about embedding 3D Showcase on your website!

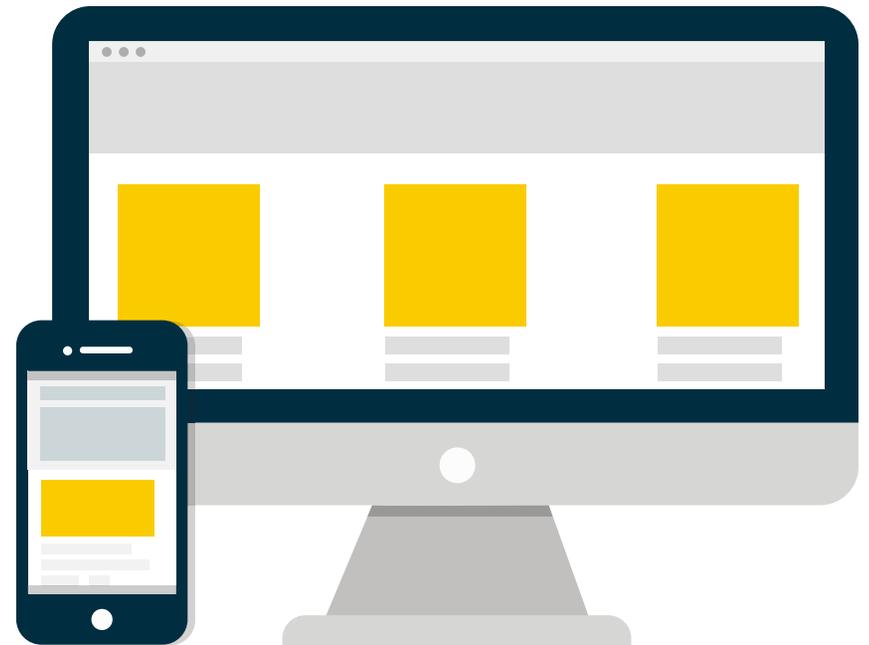
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# Basics of Embedding

## Overview

For most webpages, you can simply paste the embed code into the page. Ensure that you paste the code as HTML (there may be a special editor or mode to do this), just as you would while embedding a YouTube video. You can also send the code to your webmaster and ask them to place it on the page.

The basic embed code looks like this:

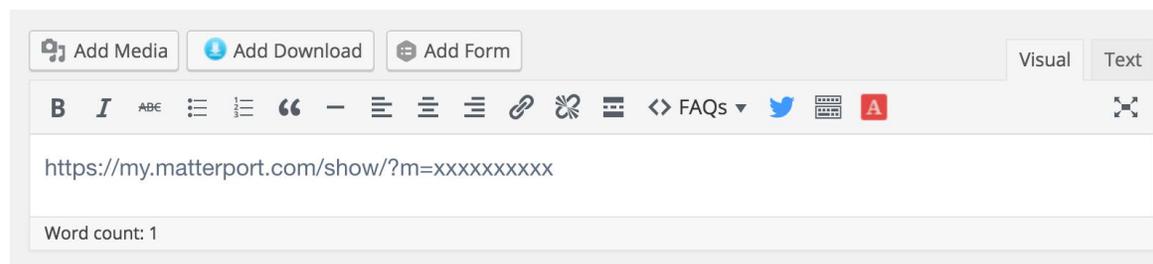
```
<iframe width =“853” height=“480” src=“https://my.matterport.com/show/?m=xxxxxxxxxxx” frameborder=“0” allowfullscreen></iframe>
```

*NOTE: xxxxxxxxxxx is the 11 character ID unique to each model. It is an alpha-numeric string and case-sensitive.*

## Using a 3rd Party Content Management System (CMS)

### Embedding on Wordpress.com & Wordpress CMS

Wordpress.com does not allow iframes by default, so the easiest way to embed 3D Showcase is to put the my.matterport.com URL into the post in *visual* tab and Wordpress will turn it into an embed (see example).



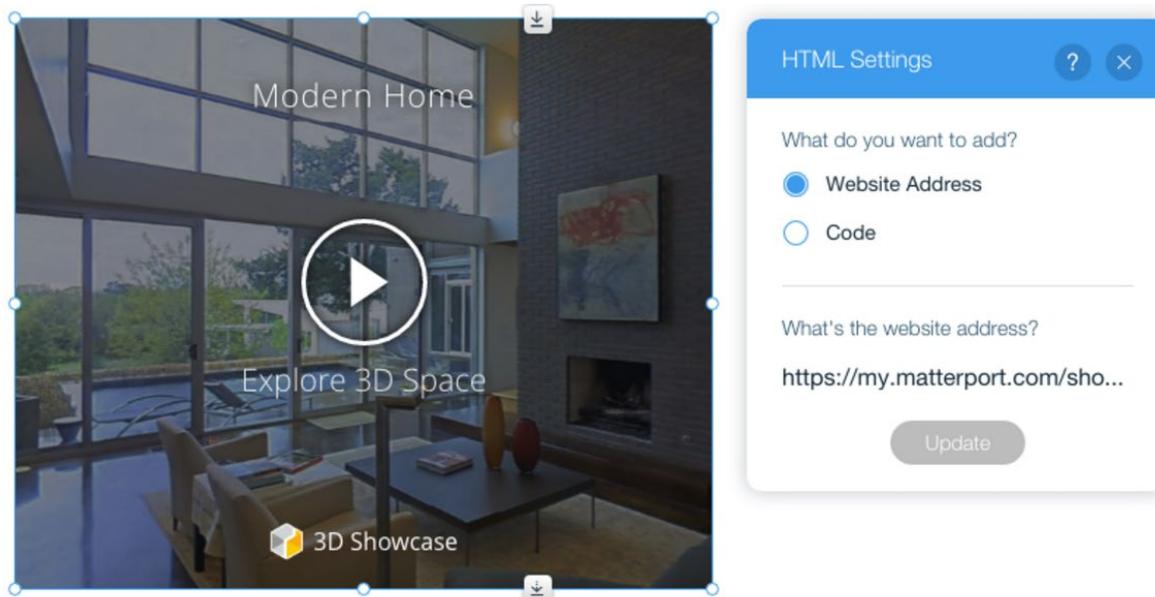
Websites using the Wordpress CMS do allow iframes, so paste the iframe code into the post.

If you want more customizability, you can also try installing the [embed.ly plugin](#) (and then use [embed.ly's support for Matterport](#)), [iframe-plugin](#), or a custom plugin for Matterport models, like [WP3D Models](#).



## Embedding in Wix

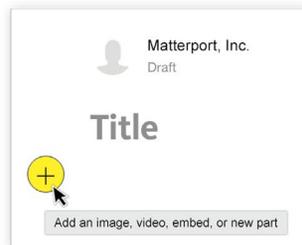
To embed 3D Showcase in a Wix page you start by editing the page you want the embed in. Click **“Add”**, **“More”**, and then **“Embed a site”**. A grey box will appear, that you can position on the page to where you want your embed. Click **“Enter Website Address”** over the grey box, and insert the URL of your 3D Showcase. If you did it right, the 3D Showcase should appear instead of the grey box (see example below). You can then publish the page.



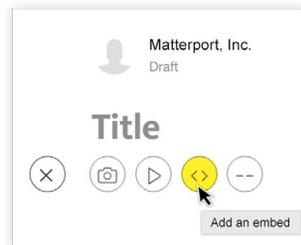
## Embedding in a Medium Post

To embed 3D Showcase in a Medium post, click **“+”** to add a new section, and then **“<>”** to specify that you want to add an embed. Then paste in your 3D Showcase URL address.

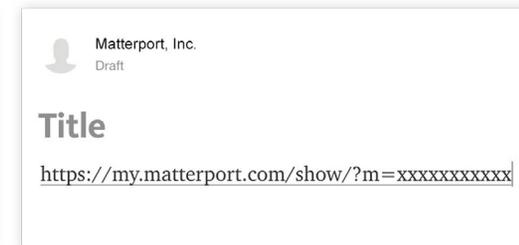
### Step 1



### Step 2



### Step 3





# Customizing Embedded Spaces

## 1. Adding URL Parameters

By adding a few simple characters into your embed codes, any Matterport customer can optimize 3D Showcase to enhance the user experience and better engage online visitors. You can easily change the way that your 3D Showcase behaves, so try out the different options and pick the ones that work best for your customers. See below for examples of how to use some of the URL parameters. Or, check out our [full list](#) of URL parameters for more options.

### Looped Guided Tour

Once you've curated a Guided Tour, you can keep it playing on a loop by adding **&lp=1** after the Model ID (see example to the right). Looping your Guided Tour is a great option for presentations.

```
<iframe width="853" height="480"
src="https://my.matterport.com/show/?
m=xxxxxxxxxx&lp=1" frameborder="0"
allowfullscreen></iframe>
```

### Auto-Start Guided Tour

If you have created a Guided Tour, you can have it start automatically once Showcase has finished loading. In the iframe code, simply add **&ts=x** after the Model ID, where **x** is the number of seconds after the initial fly-in before a guided tour automatically starts (see example to the right). This allows the tour to start without any user interaction.

```
<iframe width="853" height="480"
src="https://my.matterport.com/show/?
m=xxxxxxxxxx&ts=x" frameborder="0"
allowfullscreen></iframe>
```

*Example: if you wanted the Space to load 5 seconds after the visitor enters the webpage, you would add **&ts=5** to your code.*



## Auto-Load

You can set 3D Showcase to automatically load a Space once a visitor reaches your listing's page. In the iFrame code, simply add **&play=1** after the Model ID (see example to the right). This gets your online visitors exploring your Spaces from the moment they land on your page by automatically loading 3D Showcase when the iFrame loads.

```
<iframe width="853" height="480"
src="https://my.matterport.com/show/?
m=xxxxxxxxx&play=1" frameborder="0"
allowfullscreen></iframe>
```

## Disable Scroll Wheel

The Matterport embeds capture scroll wheel motions and gestures to allow for zooming and forward/back motion. If the embed is full-width or very large, this can interfere with the user's ability to scroll through your website. You can disable scroll wheel captures by simply adding **&wh=0** after the Model ID (see example to the right). This disables the mouse scroll wheel inside Showcase (it can no longer be used for navigation), so it will continue to be used for scrolling the web page.

```
<iframe width="853" height="480"
src="https://my.matterport.com/show/?
m=xxxxxxxxx&wh=0" frameborder="0"
allowfullscreen></iframe>
```

## Using Multiple URL Parameters

When using multiple URL parameters, make sure to include the ampersand before including the next string of characters (see example to the right). The order in a string does not matter. Find more URL parameters on our [support page](#).

```
<iframe width="853" height="480"
src="https://my.matterport.com/show/?
m=xxxxxxxxx&lp=1&ts=x&play=1&wh=0"
frameborder="0" allowfullscreen></iframe>
```



## 2. Posting Multiple Spaces to a Single Page

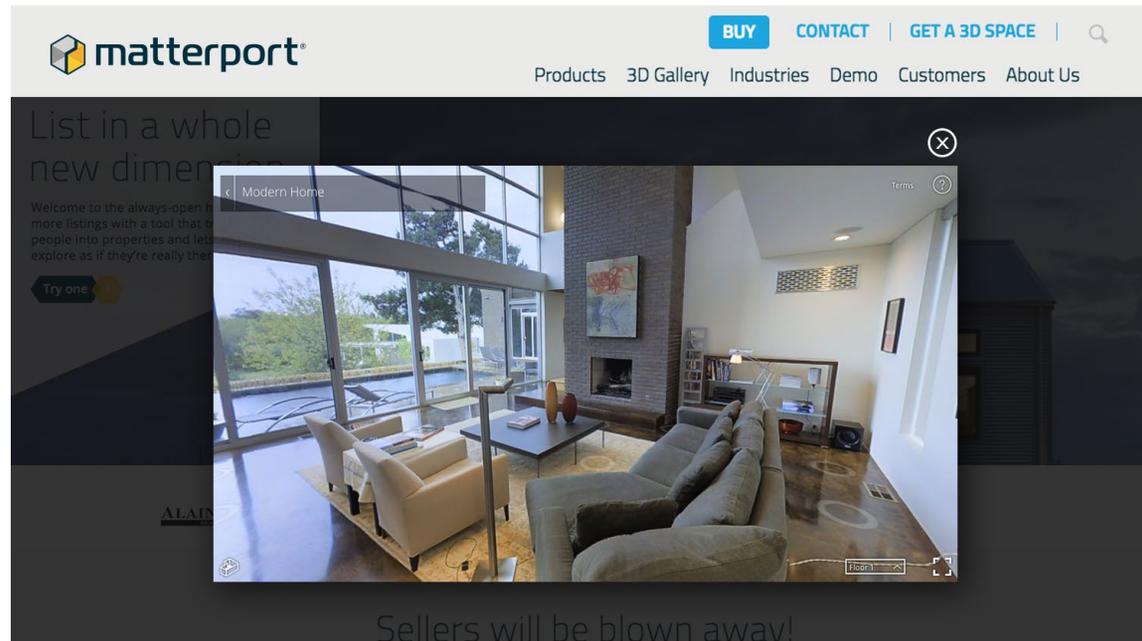
Running more than 2 or 3 instances at once can slow load times and cause the browser to become unresponsive or crash. If you plan on building a gallery with multiple models, we recommend using lightboxes or a 3rd-party plugin for your galleries, depending on your Content Management System (CMS).

You can also display thumbnail images of your various space on a single page such as we do at Matterport with our [3D Gallery](#). Clicking on the thumbnail in this case launches Showcase in full-screen view.

### 3rd Party Plugins

If you use Wordpress, one option is [WP3D Models](#), which is a 3rd party app built specifically for Matterport models. Matterport uses this app on matterport.com, though other web developers may use different approaches, such as a lightbox plugin.

Using a lightbox plugin means that when a user clicks on the thumbnail of a 3D tour, a pop up will display with the embedded tour. If an online visitor clicks a different tour, the original tour will collapse and the second will open, keeping your online visitors from crashing their browsers.





### 3. Placement and Sizing

When adding 3D Showcase to your website, make sure your Matterport Space is displayed above the fold to increase engagement. Visitors stay longer on the page when something interactive or playable can be seen immediately when a page has been loaded.

While it is generally good to make the embedded Showcase viewer large to maximize the sense of immersion, some design issues can happen around 3D Showcase embeds that take up most of the browser window. Make sure the default height of a 3D Showcase doesn't extend beyond the bottom of the page, or the controls will be unavailable to your users. Separately, since Showcase captures scroll wheel events, you should make sure it is possible to scroll past the Showcase. This can be handled by restricting the size of the embed such that it is smaller than a typical browser window, disabling the capture of scroll events (via the **&wh=0** URL parameter — see page 6), or using lightboxing to bring up the Showcase embed as an overlay.

#### Responsive Sizing

If your website is responsive, you may want to make the 3D Showcase responsive as well. Here is one way to do it:

```
<style>
.matterport-showcase { position: relative; padding-bottom: 56.25%;
height: 0; overflow: hidden; }
.matterport-showcase iframe { position: absolute; top: 0; left: 0;
width: 100%; height: 100%; }
</style>
<div class='matterport-showcase'>
  <iframe width="853" height="480"
src="https://my.matterport.com/show/?m=xxxxxxxxxxx" frameborder="0"
allowfullscreen></iframe>
</div>
```

This will cause the window to fill up whatever section you're placing your embed code, while retaining a 16:9 aspect ratio.



## Manually Changing the Height and Width

Our embed codes come with a standard size of 853 pixels wide and 480 pixels tall, but you can adjust the sizing in a few ways. One way is to simply adjust the numbers in the embed code:

Adjust width & height

```
<iframe width ="853" height="480" src="https://my.matterport.com/show/?m=xxxxxxxxxxx" frameborder="0" allowfullscreen></iframe>
```

Another option is to utilize CSS to vary the size of the window.

## Proportionality: Hard Coding

If you adjust the width to a different amount (e.g. 600), make sure to keep the height proportional.  $(600/853) \times 480 = 340$  pixels. You can manipulate the size for whatever works best for your webpage.



## Considerations for Mobile

There are differences with embedding for mobile devices. Ideally the embed code you use should be the same as for Desktop, with CSS being used to take care of the sizing differences. Learn about CSS media queries to adjust the size and width in order to accommodate the device viewport dimensions.

Another thing to bear in mind is that if auto-play is enabled on mobile, you cannot go full screen due to issues with mobile browsing when using an embedded iframe.