

How to Customize your Avvo Ratings Badge

May 24, 2011 By Jeramie Fortenberry

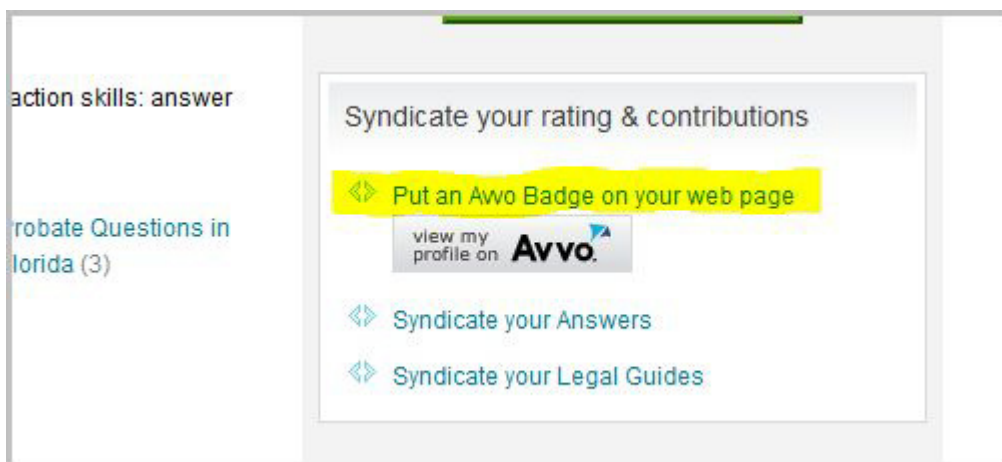
The Avvo rating badge is a great way to showcase your Avvo rating to prospective clients and allow them to link back to your Avvo profile. But since Avvo provides limited customization options, you will need to tweak the code yourself if you want it to match your site. Here's how to do it:

Get the Code from Avvo

It is important to start with the code that Avvo provides. This code is dynamic and will update your Avvo badge when your rating changes. This functionality is lost if you just try to copy the rating badge image alone without using the underlying code from the Avvo website.

Here's how to grab the code:

1. Log in to your Avvo dashboard.
2. Scroll down the right sidebar until you see the section called "Syndicate your ratings and contributions." Click "Put an Avvo Badge on your web page." This will take you to the Avvo Badges page.



3. You have a choice of three different badges: the micro-badge, the small rating badge, and the large rating badge. Which of these is right for you will depend on where you intend to include it on your site. Select the badge you would like and copy the code from the box below your choice.

Customize the Avvo Ratings Badge

At this point, you could paste this code directly into to your website or blog. But where's the fun in that? Since you are reading this article, I assume you want to customize the badge to match your site design. Here's how:

Paste the code that you copied into a text editor. I recommend a simple text editor like Notepad so that you don't end up with any unnecessary formatting. I am going to use the small ratings badge in this example. You should get something like this:

```
<div class="avvo_rating_badge_small" style="text-align:center;border:5px solid #efe7f6;width:120px;"><a href="http://www.avvo.com/attorneys/32503-f1-jeremie-fortenberry-1232812.html?cm_mmc=Avvo_-_Avvo_Badge_-_Small_-_1232812" style="font-family:sans-serif;color:#007A94;font-size:12px;text-decoration:none;">Jeramie Jacob Fortenberry</a><br/><a href="http://www.avvo.com/attorneys/32503-f1-jeremie-fortenberry-1232812.html?cm_mmc=Avvo_-_Avvo_Badge_-_Small_-_1232812"></a><br/><a href="http://www.avvo.com/attorneys/32503-f1-jeremie-fortenberry-1232812.html?cm_mmc=Avvo_-_Avvo_Badge_-_Small_-_1232812" style="font-family:sans-serif;color:#007A94;font-size:12px;text-decoration:none;">View lawyer's profile</a></div>
```

Those of you who are familiar with website design will notice that the badge uses in-line CSS styles. While this works from a purely visual standpoint, the better choice is to *externalize* the CSS by pulling it out of the inline code and including it in your [website stylesheet](#).

To extract the CSS from the code, you can cut out the highlighted portions below:

```
<div class="avvo_rating_badge_small" style="text-align:center;border:5px solid #efe7f6;width:120px;"><a href="http://www.avvo.com/attorneys/32503-f1-jeremie-fortenberry-1232812.html?cm_mmc=Avvo_-_Avvo_Badge_-_Small_-_1232812" style="font-family:sans-serif;color:#007A94;font-size:12px;text-decoration:none;">Jeramie Jacob Fortenberry</a><br/><a href="http://www.avvo.com/attorneys/32503-f1-jeremie-fortenberry-1232812.html?cm_mmc=Avvo_-_Avvo_Badge_-_Small_-_1232812"></a><br/><a href="http://www.avvo.com/attorneys/32503-f1-jeremie-fortenberry-1232812.html?cm_mmc=Avvo_-_Avvo_Badge_-_Small_-_1232812" style="font-family:sans-serif;color:#007A94;font-size:12px;text-decoration:none;">View lawyer's profile</a></div>
```

To keep the same formatting in your stylesheet, simply move these styles into your stylesheet. The new additions to your stylesheet should look something like this:

```
.avvo_rating_badge_small {
  text-align:center;
  border:5px solid #efe7f6;
  width:120px;
}

.avvo_rating_badge_small a {
  font-family:sans-serif;
  color:#007A94;
  font-size:12px;
  text-decoration:none;
}

.avvo_rating_badge_small img {
  border:0;
  width:120px;
  height:82px;
}
```

Modify the CSS. Now that the CSS is externalized into your stylesheet, you can modify it to match your site. You can use CSS to position the badge and style it however you choose. Say, for example, that you wanted the links in the badge to appear in Arial font with a size of 30 pixels. You would modify the [.avvo_rating_badge_small a] style in your stylesheet to look like this:

```
.avvo_rating_badge_small a {
  font-family: Arial;
  color:#007A94;
  font-size:30px;
  text-decoration:none;
}
```

Modify the HTML. You may decide that you want to cut out a portion of the default text that surrounds the Avvo badge. For example, in my [attorney profile page](#) on my website, I wanted a stripped-down version of the badge to appear just below my photo, without any surrounding text. To do this, simply delete the unnecessary HTML from around the portion that you want to keep. In my example, the final HTML looked like this.

```
<div class="avvo_rating_badge_small"><a href="http://www.avvo.com/attorneys/32503-f1-
jeramie-fortenberry-1232812.html?cm_mmc=Avvo_-_Avvo_Badge_-_Small_-_1232812"></a></div>
```

By tweaking the CSS stylesheet, I was able to position the stripped-down badge so that it appeared just below my profile picture, proving a quick-but-visible reference for prospective clients.