Treeapp Widget Installation

What are Treeapp widgets?

Treeapp widgets are dynamic graphic elements that can be added to your website to showcase the positive impact your business is creating with Treeapp.

You can currently choose between two widget types:

Tree Counter Widget

A compact widget that displays the number of trees your business has planted with Treeapp.

This is best suited for smaller spaces, such as website footers, checkout pages, sidebars or compact sustainability sections.

Impact Banner Widget

A wider widget that displays a fuller summary of your Treeapp impact, including your tree count and additional impact metrics.

This is best suited for larger spaces, such as sustainability pages, impact pages, about pages or homepage sections.

Both widgets are designed to be lightweight, reliable and easy to install. Once added to your website, they automatically update as your Treeapp impact grows.

Using Treeapp widgets is completely free.

Keep reading to learn about the customisation options available and how to install the Treeapp widgets on your website.

Widget link

The widgets will enable your website visitors to open Treeapp's website from your website. What they see depends on your Treeapp profile:

- **No trees planted yet**: links to Treeapp's home page.
- **1+ trees planted**: links to your personalised Treeapp Impact Page. You can control the visibility of your Impact Page in your profile's settings.
    - **Public profile**: Your Impact Page shows your planted trees along with statistics of how your planting activity has made an impact on the environment.
    - **Private profile**: A generic page stating "This profile is private."

Widget types

You can install one or both widget types, depending on where you want to display your Treeapp impact.

Tree Counter Widget

Use this widget if you want a compact badge showing your total trees planted.

Recommended for:

- Website footers
- Checkout pages
- Small website sections
- Partner pages
- Areas where space is limited

Impact Banner Widget

Use this widget if you want to show a broader impact summary.

Recommended for:

- Sustainability pages
- About pages
- Homepage impact sections
- ESG or CSR pages
- Larger website sections where more space is available

Customisation options

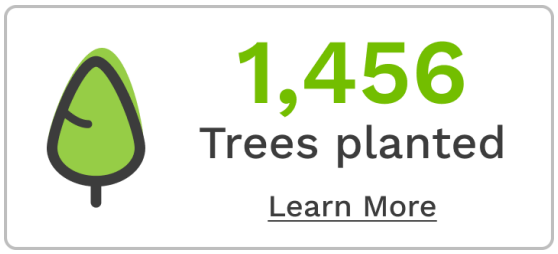
You can install both widgets in different visual variants, depending on which widget type you are adding to your website.

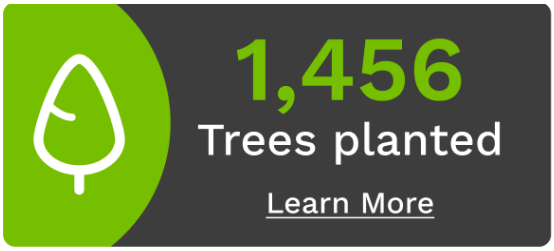
Tree Counter Widget

The Tree Counter Widget can be installed in either **Light mode** or **Dark mode**.

Light mode
A light background with contrasting dark text and imagery on top. This will suit your website perfectly if you have a light colour scheme, or if you want the widget to pop from a darker background.

Dark mode
A dark background with contrasting light text and imagery on top. This works well if you have a darker colour scheme, or if you want the widget to stand out on a lighter background.





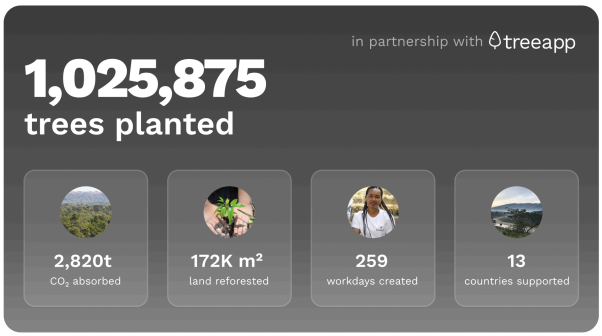
Impact Banner Widget

The Impact Banner Widget can be installed in either **Green mode** or **Dark mode**.

Green mode
A Treeapp green background with contrasting light text and imagery on top. This is designed to create a stronger impact statement and works best in wider sections of your website, such as sustainability pages, impact pages, about pages or homepage sections.

Dark mode
A dark background with contrasting light text and imagery on top. This works well if you have a darker colour scheme, or if you want the impact banner to feel more subtle within your website design.





Automatic compact layout
The Impact Banner Widget is designed to adapt to the space available on your website. If the widget is placed in a section that is too narrow for the full banner



layout, it will automatically switch to a compact layout. This helps keep your impact metrics readable and prevents the widget from looking cramped or distorted. You do not need to use a separate snippet for the compact layout. Use the standard Impact Banner Widget snippet, and the widget will adjust automatically based on the available space. To show the full banner layout, place the widget in a wider section of your website.

You can customise the size of the widget by setting its width to either a fixed size or a percentage of its container. The height is calculated automatically to maintain the widget's intended aspect ratio, so we do not recommend setting the height manually. We explain the available customisation options in the instructions below

Getting Started

To get started, you need to:

1. Have an **account** on our business platform;
2. Choose which widget you want to install:
    a. Tree Counter Widget
    b. Impact Banner Widget
3. Create or copy your widget key from the Widget tab in your Treeapp business account.
4. Have the ability to edit the HTML code of your website, either yourself, with help from developers in your company, or a freelancer.

If your website is built using a website builder or content management system, such as WordPress, Wix, Shopify, Squarespace or Webflow, you will usually be able to add custom HTML or JavaScript. Please make sure that you or someone from your team can add HTML/JS code to your existing web pages.



Code snippets

The code snippets are short pieces of code you need to insert into your website to install a Treeapp widget.

To install a Treeapp widget, you will need:

1. The script snippet
2. The widget snippet for the widget you want to display

Optionally, depending on performance considerations, you may also choose to add:

3. A style snippet

The same script snippet is used for both widgets. The widget snippet determines whether the Tree Counter Widget or Impact Banner Widget appears on your website.

While the installation process differs depending on the platform or technology you use on your website, the common principle is that you will need the two code snippets highlighted below to make the widget(s) work on your page(s).

Performance Considerations

CLS

If the widget is installed near the top of your webpage, we recommend installing the optional style snippet in addition to the required script and widget snippets.

The style snippet ensures the widget will not harm your website's content layout shift (CLS) score. It works by:

1. Before the widget is rendered, the snippet reserves the expected space on the page.
2. This helps prevent page content from shifting when the widget loads.

Because the style snippet will block rendering, we only recommend installing it on pages where the widget may cause issues with CLS. Our style snippet is tiny and is served from Cloudflare's CDN, so the positive impact on CLS should outweigh any negative impact on render blocking.



That said, if the widget is not visible on the initial page load, you likely don't need the optional style snippet and installing it would not be of benefit. We recommend testing your page's performance and evaluating if the style snippet would benefit you or not.

Snippet Placement

The script snippets should be placed inside the <head> section of the webpage. It will work if placed elsewhere, but being placed early in the page's HTML will help it get loaded as quickly as possible.

The optional style snippet should be placed just above the widget's HTML. This allows Chrome, Firefox and Edge to render everything above the widget and then block the rendering of the widget. Safari, as of 2026/8/3, will block the rendering of the entire page no matter where the style snippet is placed.

The widget snippet should be placed wherever you want the widget to appear.

Note for existing users

As of, 25/08/2026, we have renamed the Tree Counter Widget snippet to make it clearer which widget type is being used and relocated the location and name of the script snippet.

Widget snippet

- Renamed from `<treeapp-widget>` to <treeapp-counter-card>.
- Existing `<treeapp-widget>` snippets will work as they did before.

Script snippet

- The existing script at https://www.thetreeapp.org/assets/js/tree-counter-widget.js will continue to work as before but only with `<treeapp-widget>` snippets.



- If you want to use the new <treeapp-impact-banner> widget you will need to use our new script at https://cdn.thetreeapp.org/widget/embed.js. The new script is fully backwards compatible with `<treeapp-widget>` snippets.

We are committed to ensure that existing `<treeapp-widget>` installations will continue to work, so you do not need to update your website if the widget is already installed. However, we recommend updating to the new script at https://cdn.thetreeapp.org/widget/embed.js to take advantage of our newest features.

For new installations, please use the latest snippet shown below.

Script snippet

The script snippet is responsible for the logic behind our widget and its visualisation. It looks like this:

```
<script async src="https://cdn.thetreeapp.org/widget/embed.js"
data-api-key="api_key"></script>
```

The `async` attribute allows this script to load asynchronously, without influencing the loading of the rest of the page. The `data-api-key` attribute contains your widget key, which allows our platform to identify your Treeapp business account. It is essential that you change the placeholder value in the code of this attribute to your unique key. You will learn how to do it in the next section.

(Optional) Style snippet

The style snippet is responsible for helping with CLS for widgets that are loaded above the fold:

```
<link rel="stylesheet"
href="https://cdn.thetreeapp.org/widget/above-fold.css" />
```



Treeapp-widget snippets

Treeapp counter widget:

The Treeapp counter widget snippet is used as an anchor on your page where you want the widget to appear. It looks like this:

```
<treeapp-counter-card theme="light"></treeapp-counter-card>
```

Treeapp impact banner:

The Treeapp Impact Banner snippet is used as an anchor on your page where you want the widget to appear. It looks like this:

```
<treeapp-impact-banner theme="green"></treeapp-impact-banner>
```

ADD NEW SNIPPET

The `theme` attribute allows you to control the appearance of the widget. You can choose either the:

- `green` or `dark` theme for the impact banner
- `light` or `dark` theme for the tree counter widget

You can customise the widget's size by setting its width to either a fixed unit (px, rem) or a percentage of its container. The height is calculated automatically to maintain the widget's intended aspect ratio, so we do not recommend setting the height manually. You can set the width inline using a style attribute or through a stylesheet rule targeting treeapp-counter-card or treeapp-impact-banner. For legacy Tree Counter Widget installations using the <treeapp-widget> tag, use treeapp-widget in your CSS. If left unstyled, the widgets will default to fill their parent container.

Steps

Below is the step-by-step guide to successfully install the widget on your website.

I. Choose the webpage where you want the widget to be displayed, as well as the exact location on this page where you want the widget to appear.

II. Choose which widget type you want to install:

- Use the **Tree Counter Widget** snippet for a compact tree count badge.
- Use the **Impact Banner** snippet for a wider impact summary.

III. Get the correct widget key. To do so, head to your Treeapp B2B account and choose “Integrations”. Select the “Widget” tab. If you have no widget keys yet, press “Add a new widget key”. Then, simply copy the desired widget key using the copy button and store it somewhere for later use.

IV. Start editing the page’s HTML code. How you do this depends on the technology/platform you used to create your website. The main principle is that you need to insert two code snippets (the Script snippet and the Treeapp-widget snippet) to make the widget work on your page.

A. If your website is built using simple **JavaScript and HTML**:

1. In the page’s HTML code, identify the element after which you want the widget to appear. Insert the relevant widget snippet for the widget you want to display. Customise its code according to your preferences.

2. In the <head> of the HTML, paste the Script snippet. Replace the `api_key` value for the `data-api-key` attribute in the `<script>` element with the real value of your widget key from step III above.

3. If your widget appears near the top of the page, above the fold, consider adding the optional style snippet above the widget snippet.



B. If your website is built with a **JavaScript framework, like React or Vue**:

   1. Look for ways to integrate JavaScript and HTML code into your website. You will need to insert both the Treeapp-widget and Script snippets.

C. If your website is built with a **site builder, like Shopify or Wix**:

   1. For Wix:

      a) Edit site
      b) Add Elements → Embed HTML
      c) Insert the relevant widget snippet and full <script> (see above)
      d) Replace the `api_key` value for the `data-api-key` attribute in the <script> element with the real value of your widgetkey from Step II above.

      e) If your widget appears near the top of the page, above the fold, consider adding the optional style snippet above the widget snippet.

   2. For Shopify:

      a) Go to your Shopify admin site
      b) Click on “Customize”
      c) Click on “Edit code”
      d) Click on the template that you want to edit
      e) Insert the code snippet <script> before the closing </body> tag. Replace the `api_key` value for the `data-api-key` attribute in the <script> element with the real value of your widget key from Step III above.
      f) Insert the relevant widget snippet in the place where you want it to appear on the page.

      g) If your widget appears near the top of the page, above the fold, consider adding the optional style snippet above the widget snippet.



3. While we cannot provide step-by-step guidance for other platforms, here are some resources that might help you integrate our widget with the platform you use:

    a) WordPress
    b) Squarespace
    c) Site123
    d) Webflow
    e) Tilda

We recommend testing your widget after setting it up before deploying the changes to the production environment. If something goes wrong, you can see the errors by opening Developer Console/Developer Tools in your browser.

Content Security Policy (CSP)

Do I need to do anything?

For most sites, no. If your website doesn't send a CSP the Treeapp widgets install and run like any other embed and nothing in this section applies to you.

If your site does send a content security policy you'll need to allow our domains. If you're unsure if your site sends a content security policy, you should be able to get this information from your developer or hosting provider.

Entry	**Value**	**What happens if blocked**
script-src	https://cdn.thetreeapp.org	The widget will not load and an empty gap appears where it should be. This script is a hard requirement for the widget to function.
connect-src	https://api.thetreeapp.org	The widget will not show your tree planting figures, but instead shows generic Treeapp messaging as a fallback.

img-src	https://cdn.thetreeapp.org https://treeapp.org	The impact banner will not be able to render its photos, but everything else will render as normal.
font-src	https://cdn.thetreeapp.org	Widget will use a system sans-serif instead of our font.
style-src	'unsafe-inline'	The widgets style themselves in a way a strict style-src doesn't block, so you don't need to allow anything for them to look right. The two entries below are optional: 1) Visitors using Safari 16.3 and under will see unstyled widgets. 2) Inline styles added on the widget will not work – but these can be moved into your own stylesheets.
style-src	https://cdn.thetreeapp.org	To allow our optional above-fold.css stylesheet to load and prevent CLS.

If you only set default-src, add our domains there instead:
https://cdn.thetreeapp.org https://api.thetreeapp.org https://treeapp.org

Per-directive is preferable if you can; default-src is the fallback if you don't split them but can be overly permissive in environments needing strict security.

Common errors

API key not provided/incorrect

When no correct API key is provided, the widget will not be able to retrieve your Treeapp impact data correctly. You can see the error by opening the Developer Console, usually by pressing **F12**, or **Cmd + Option + J** on Mac.

Depending on which widget you are using, you may see one of the following errors:



Tree counter widget

`GET https://api.thetreeapp.org/v1/impacts/trees 401`

Impact banner

`GET https://api.thetreeapp.org/v2/impacts/summary 401`

An error like this indicates that the API key was not provided or is incorrect. Make sure that the `data-api-key` attribute contains the correct value. For more details, refer to **Steps > II** and **Steps > III**.

JS script not inserted

If you haven't inserted the <script> element, the widget will not be displayed on the page. Remember to always include both <script> and <treeapp-widget> code snippets.

Contact

If you have problems installing the widget, please reach out to us at **hello@thetreeapp.org** and we will do our best to help you! However, please note that we may not be able to provide guidance related to third-party platform-specific issues, such as errors on the website builder platforms.