

servme

GUEST RESERVATION EXPERIENCE

How to Configure Your *New Booking Widget*

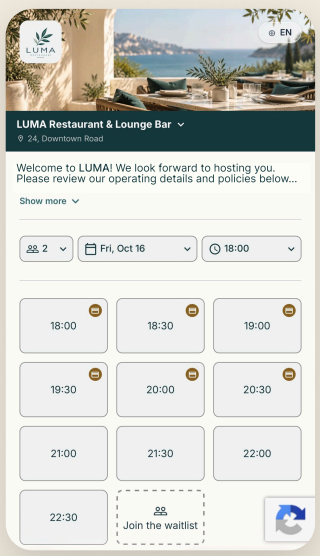
Let's go through the four sections inside Widget Settings — everything you need to tailor your booking widget to your venue.

WHERE	TIME	REQUIRES
Settings → Widget Settings	*15–30 minutes*	*Servme web portal access*

STEP 1

Set Your Booking Rules

Navigate to: *Settings → Widget Settings → Configuration*

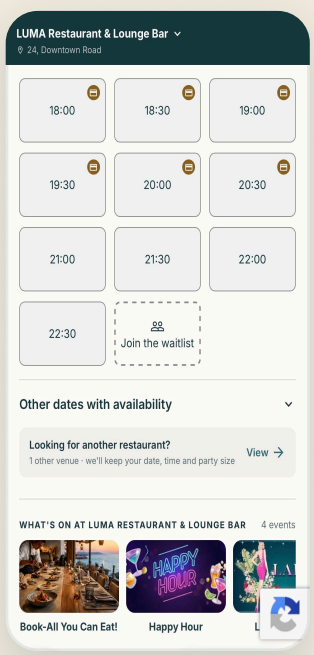


1. Set how fully booked timeslots display (hidden or grayed out).
2. Enable the waitlist so guests can join at any time.
3. Turn on guest preferences: allergies, special occasions, dietary requirements, and birthday.
4. Set a custom redirect page URL for after a booking is confirmed.
5. Add your privacy policy and terms & conditions URLs.
6. Choose between a 12-hour and 24-hour time format.
7. Under "Display multiple venues," select which other locations to show on this widget.
8. Repeat for each venue so the link works in both directions.

STEP 2

Brand It as Yours

Navigate to: *Settings → Widget Settings → Theming*



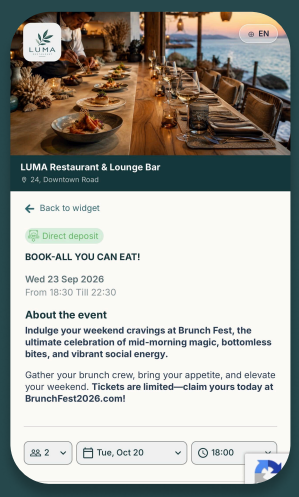
1. Upload your venue cover image and logo using the recommended sizes.
2. Upload an overlay background image using the recommended sizes.
3. Set your brand colors using hex codes for the button, text, box, and highlight; adjust opacity for each.
4. Choose your font and widget corner radius (maximum 60 recommended).
5. Select your calendar display: compact (horizontal) or full monthly view.
6. Set the event carousel's position: top, bottom, or off.

> ⚠ *Changes apply to your live widget immediately. Preview before saving.*

STEP 3

Customize Your Messaging

Navigate to: *Settings → Widget Settings → Customize Text*



1. Add a header title and header free text visible on the widget.
2. Customize the text guests see on the guest details page.
3. Set your post-booking messages (one for successful reservations, one for failed).
4. Click the clock icon on any field to reset it to the default text.

> ⓘ *HTML font formatting is supported in post-booking messages for links and emphasis.*

STEP 4

Track Where Your Bookings Come From

Navigate to: *Settings → Widget Settings → Source and Campaign Tracking*

1. Copy your venue widget link; use it as the base for your “Book Now” button..
2. To track by channel, open Google’s Campaign URL Builder, paste the link in, and set your parameters: Source (e.g. instagram), Medium (e.g. social), Campaign name.
3. Use one UTM link per channel (website, Instagram bio, email, Google listing). Any booking made via that link is tracked automatically in your dashboard.
4. Add your Google Tag Manager code to track widget activity in Google Analytics.
5. Add your Facebook Pixel to track widget bookings in Ads Manager.
6. Copy the embedded link to give to your web developer for an iframe integration.

> ⚠ *Create one UTM link per channel. This is the only way to know which channel is driving the most bookings.*

For detailed walkthroughs of each setting, visit the Servme Knowledge Center here.