Embed code cheat sheet

The main ways to add a HornetForms form to a website, with the code to paste. Copy the real code from your form's Share tab: it already carries your form's slug and the options you picked.

Pick a way to add the form

Way	Best for	What you paste
Link	Emails, social posts, chat messages, QR codes	`The form's link from the Share tab`
Inline	Contact and quote pages, where the form is the point of the page	`<div data-hornetforms-embed>`
Popup	A "Get a quote" or "Join the list" button in a page	`<button data-hornetforms-popup>`
Slider	Feedback that should not cover the whole page	`Popup + data-hf-position="slider-right"`
Full page	A page that holds nothing but the form	`<div data-hornetforms-fullpage>`

Copy-ready snippets (swap your-slug and the title)

Inline: the form sits in your page

```
<div data-hornetforms-embed="your-slug" data-hf-title="Contact us"></div>
<script async src="https://forms.hornetforms.com/embed.js" data-hornetforms></script>
```

Inline with data-hf-track: form events go to your page's analytics

```
<div data-hornetforms-embed="your-slug" data-hf-title="Contact us" data-hf-track></div>
<script async src="https://forms.hornetforms.com/embed.js" data-hornetforms></script>
```

Popup: your own button opens it

```
<button type="button" data-hornetforms-popup="your-slug" data-hf-title="Contact us">Open form</button>
<script async src="https://forms.hornetforms.com/embed.js" data-hornetforms></script>
```

Slider from the right

```
<button type="button" data-hornetforms-popup="your-slug" data-hf-title="Feedback"
  data-hf-position="slider-right">Give feedback</button>
<script async src="https://forms.hornetforms.com/embed.js" data-hornetforms></script>
```

Popup that opens by itself after 5 seconds, once per visitor

```
<div data-hornetforms-auto="your-slug" data-hf-title="Price guide" data-hf-open="delay"
  data-hf-open-delay="5" data-hf-show-once></div>
<script async src="https://forms.hornetforms.com/embed.js" data-hornetforms></script>
```

Full page: the form fills the page

```
<!-- Place this as the only content of <body>. -->
<div data-hornetforms-fullpage="your-slug" data-hf-title="Apply now"></div>
<script async src="https://forms.hornetforms.com/embed.js" data-hornetforms></script>
```

Popup options (add to the popup or auto popup element)

Attribute	What it does
`data-hf-open`	When an auto popup opens: load (default), delay, scroll or exit (exit intent). For a click, use a button
`data-hf-open-delay`	0 to 600 seconds, 5 by default
`data-hf-open-scroll`	1 to 100% of the page, 50% by default
`data-hf-position`	center (default), bottom-right, bottom-left, slider-right, slider-left
`data-hf-width`	320 to 1200 px; 640 center, 400 corners, 480 sliders by default
`data-hf-overlay="false"`	Turns off the dark overlay behind the popup
`data-hf-auto-close`	Closes it 0 to 60 seconds after submit
`data-hf-show-once`	Shows the popup once per visitor
`data-hf-hide-after-submit`	Stops showing it after the visitor submits
`data-hf-emoji`	Adds a floating launcher button with an emoji (up to 8 characters)

Where to paste it

- Paste the code on any site that lets you paste HTML or add an embed block. Your site builder's help page shows where.
- Paste the whole snippet. The script line is what draws the form.
- Two forms on one page? Paste both snippets. A second copy of the script line only rescans the page.
- An embed shows the published version of the form, the same as its link. Unpublished edits stay out until you publish.
- On Free, embeds show the "Made with HornetForms" badge too. Pro and Business can remove it.

Embed script or bare iframe

A bare iframe is a single iframe tag that points at the form, with no script. The embed script does more around the form:

What you need	Embed script	Bare iframe
utm_* tags in the page address	Passed into the form (up to 50 parameters in all)	Not passed
data-hf-track events	Sent to your page's dataLayer, gtag or fbq	Not sent
Payment block	The whole page goes to Stripe Checkout	Shows an "Open the payment page" button
Height of an inline form	Grows to fit the form (unless data-hf-dynamic-height="false")	Stays at 600 px

The Share tab's "No JavaScript" option gives you the bare iframe: 600 px tall, lazy-loaded and titled with the form name. Use the script version wherever your site allows it.

Send form events to your page's analytics (data-hf-track)

- Add data-hf-track to the embed code (every plan). The script sends form events (a view, a start, each new page and a submit) to the dataLayer, gtag or fbq already on your page. Event names:

Form event	dataLayer	gtag	fbq (Meta Pixel)
View	`hornetforms_view`	`hornetforms_view`	`HornetFormsView (custom)`
Start	`hornetforms_start`	`form_start`	`HornetFormsStart (custom)`
New page	`hornetforms_page`	`hornetforms_page`	`No event`
Submit	`hornetforms_submit`	`form_submit`	`Lead (standard)`

- Events carry only the form slug (and the page number), never answers.
- The script sends no events when the visitor's browser sends Global Privacy Control.
- It needs the embed script. A bare iframe sends nothing.

On phones and keyboards

- On screens narrower than 640 px, popups and sliders open as a full-width sheet from the bottom, 90% of the screen height.
- Exit intent is skipped on touch devices, so give phone visitors a button or another trigger too.
- Escape closes a popup.

Good to know

- UTM tags: the embed script passes utm_* tags from your page's address into the form, so the built-in analytics show completions by source, medium and campaign. Add hidden fields named utm_source, utm_medium and utm_campaign to keep the tags next to the answers in your exports.
- Pixels: GA4, Google Tag Manager and Meta Pixel set in the form's settings (Pro and Business) run on the form's own page only, never in embeds. In an embed, use data-hf-track instead.
- Payments: Stripe returns payers through HornetForms, not to the host page. Set the form's redirect URL to bring them back to your site.

Before you share the page

- Send a real test response from the live page, not only from the editor preview.
- Open the page on a phone and check that sticky headers or chat buttons don't cover the form.
- Open the page with ?utm_source=test and check the utm_source hidden field in the response.
- Turn on an email to yourself for each new response, if you want one (notifications start off).
- Tab through the page with a keyboard: you should reach the form and every question in it. Open a popup and close it with Escape.