



Google Customer Reviews User Manual

Table of Contents

1 Installation	4
2 Initial setup.....	5

Google Customer Reviews helps you collect feedback from users who've made a purchase on your site. Ratings from Google Customer Reviews apply to your Google seller ratings eligibility. Seller ratings appear on Search Ads, in Google Shopping, and on an optional badge that can be displayed on your site. Google Customer Reviews is working for the following countries:

Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, China, Colombia, Czechia, Denmark, France, Germany, India, Ireland, Italy, Indonesia, Japan, Hong Kong, Malaysia, Mexico, New Zealand, Netherlands, Norway, the Philippines, Poland, Portugal, Russia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Turkey, United Arab Emirates, United States, and the United Kingdom.

How it works:

Customers who've made a purchase on your site are presented with an option to opt-in to receive an email requesting feedback from Google about their experience with your store. If the customer opts-in, they may receive an email after their order has arrived. The collected ratings are then displayed on your Google Customer Reviews badge. They also appear in your Merchant Center dashboard and are used for seller ratings. The Google Customer Reviews program has 4 main features:

- Google Customer Reviews opt-in: An offer that appears to all customers after checkout. Users who opt-in may receive an email from Google Customer Reviews asking them to rate their experience with your store.
- Google Customer Reviews badge: A badge on your site that helps users easily identify your site with the Google brand. The badge displays the seller rating score of 1-5 stars and can be placed on any page on your site.
- Google Customer Reviews survey: The survey is an optional, brief questionnaire that enables customers to rate their purchase experiences with your site.
- Seller ratings: An aggregate score that appears on search ads and Google Shopping, as well on Google Customer Reviews badges.

This rating will appear on search ads, Google Customer Reviews and Google Shopping badge.

Sarah's shoes - Home | Facebook

<https://www.facebook.com> › Places › Ballymoney › Footwear Store ▼

★★★★★ Rating: 4,8 - 108 reviews

Sarah's shoes - 15 Main Street, BT53 6AN Ballymoney - Rated 4.8 based on 108 ... Women's Clothing Store Love **Sarah's shoes** and staff are lovely too.

1 Installation

To install the extension to your Magento 2 store, please follow these steps:

- Unzip and paste the extension file into your root Magento folder.
- Connect to your server by SSH.
- Go to your Magento root folder.
- To install the extension, perform this command:

```
php bin/magento setup:upgrade
```

- Reset JavaScript cache by removing all folders in pub/static:

```
_requirejs; adminhtml; frontend.
```

- To switch the extension on/off, perform these commands:

```
php bin/magento module:enable Aitoc_GoogleCustomerReview  
php bin/magento module:disable Aitoc_GoogleCustomerReview
```

You can activate/deactivate several Aitoc extensions at once by specifying their names separated by space in the command.

To install the extension via composer please [read this guide](https://www.aitoc.com/docs/guides/composer.html)¹.

¹ <https://www.aitoc.com/docs/guides/composer.html>

2 Initial setup

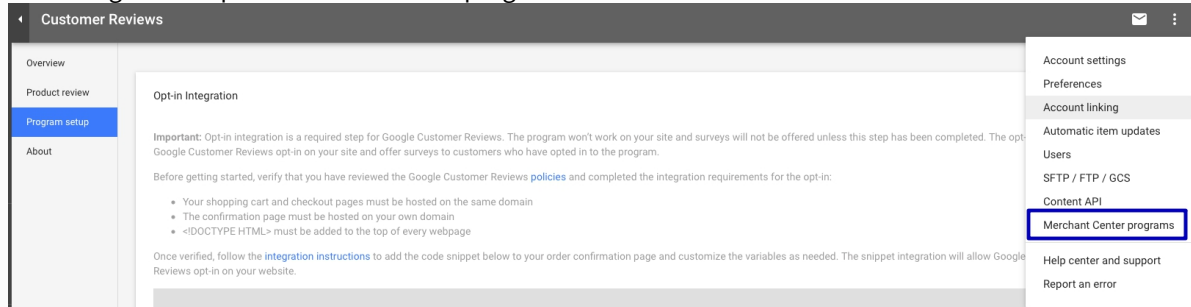
1. Create your Google Merchant Account. [Click here](#)² to see instructions.



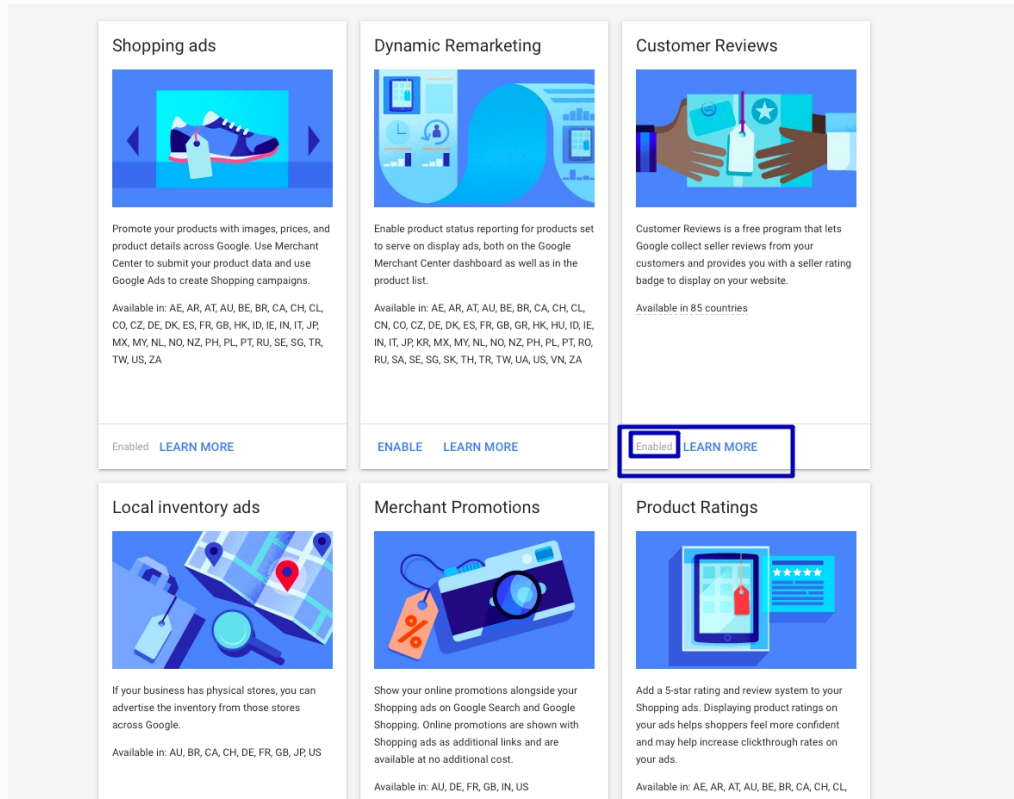
Enabling widget functionality

Note that you need to enable widget functionality in your Google Merchant account.

Go to Program setup → Merchant Center programs:



Find Customer Reviews and click ENABLE:



2. Go to System > Configuration > Aitoc extensions > Google Customer Reviews

² <https://support.google.com/merchants/answer/188924?hl=en>

Configuration

Store View: Default Config ?

GENERAL
CATALOG
SECURITY
CUSTOMERS
SALES
ENGAGEMENT CLOUD
SERVICES
ADVANCED
A AITOC EXTENSIONS
Google Customer Reviews

General Settings

Enable Google Customer Reviews [website] No

Merchant ID [website]

From Google Merchant Center.

Default Estimated Delivery Time [website] 1

In days.

Custom Delivery Time Rules [website]

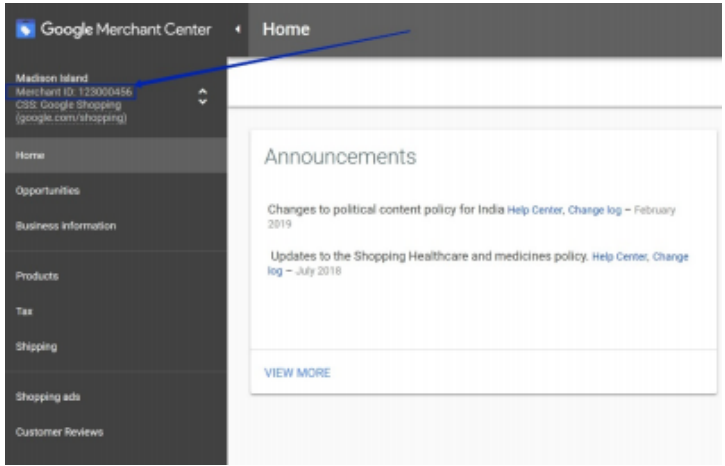
Shipping Method	Country	Days to Deliver	Action
Add Delivery Time Rule			

Specific carrier values have higher priority than defaults

Survey Settings

Badge Settings

General settings can be defined on website level only.

Setting	Purpose
Enable Google Customer Reviews	You can enable or disable the extension for the whole website.
Merchant ID	<p>Here you paste your Google Merchant ID</p> 
Default Estimated Delivery Time	The number of days which shipping usually takes. The extension sends the review prompts when it considers the order delivered.
Custom Delivery Time Rules	This allows you to tweak your delivery dates (it will affect the date when Google Customer Reviews sends an email asking for feedback).

The Survey and Badge settings can be determined on store view level.

Configuration



Store View: Default Config ?

GENERAL
CATALOG
SECURITY
CUSTOMERS
SALES
ENGAGEMENT CLOUD
SERVICES
ADVANCED
AITOC EXTENSIONS
Google Customer Reviews

General Settings

Survey Settings

Offer to all customer groups [website] Yes

Survey Style [store view] Center Dialog

Survey Language [store view] User Environment Defined
☒ Use system value

Badge Settings

Enable Badge [website] Yes

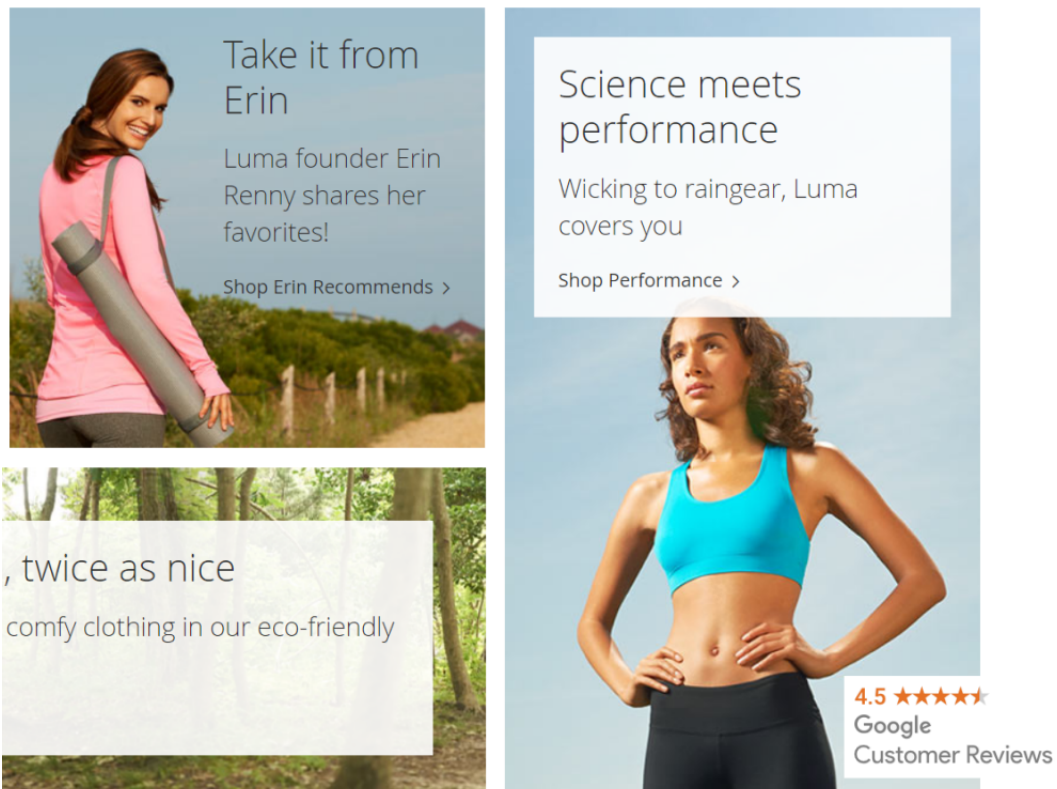
Badge Position [store view] Bottom Right

Badge Language [store view] User Environment Defined
☒ Use system value

Setting	Purpose
Offer to all customer groups	If you pick "No", you'll be able to choose which customer groups receive the survey.
Survey Style	Select the positioning of your survey.
Survey Language	If you don't use system value, you'll be able to pick the language from a long dropdown menu.
Enable Badge	This setting enables the reviews badge on your website.
Badge Position	Badge positioning on your website.
Badge Language	Similar to Survey Language, Badge Language can be picked from a dropdown list if needed.

Don't forget to save your config for each store view.

To see the any changes affecting your store, flush Magento cache.



Here is an example of Google Customers Review survey email:

How was your shopping experience with Madison Island?



Google Customer Reviews



Google Customer Reviews

Please give your opinion of your recent shopping experience. Your feedback will help inform other shoppers and let Madison Island know if they're meeting your expectations.

How would you rate Madison Island?

Excellent ★★★★★

Good ★★★★☆

Okay ★★★☆☆

Poor ★★☆☆☆

Terrible ★☆☆☆☆

Thanks!

-The Google Customer Reviews team

(c) Google Inc. 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA
[Privacy Policy](#)

You're receiving this email because you agreed to let us know what you thought about your shopping experience with Madison Island. Not sure why you're receiving this email? Click [here](#) to report spam to Google Customer Reviews.

The design of this email is default and provided by Google, it cannot be customized.

Brought to you by
Aitoc

You can purchase **Google Customer
Reviews** at

www.aitoc.com/en/magento-2-google-customer-reviews.html

For questions please email at
sales@aitoc.com