BusinessTech
E-business Intelligence

Module Customer Ratings and Reviews Pro + Google Rich Snippets Module

Date : July 25th, 2017

Table of contents

Module purpose

This module is a rich, practical and powerful tool dedicated to ratings and reviews customer + « Google Rich Snippets ». It also offers a very complete product rating and review system.

The «Google Rich Snippets» module will let you configure easily all the options relative to the Snippets code, as well as the ones pertaining to ratings and reviews, from a complete and intuitive interface.

The module integrates a full litigation review system that allows you to contact your bad reviewers and offer them to change their mind on the products they purchased.

The main benefit will be that your results on Google will have a visually enhanced presentation, thereby substantially increasing the click rate on your Google search engine results, even when you are not among the first few results. This in turn will increase your number of visitors.

Technical description

Version : 4.3.3
Latest update : 07/25/2017
Demo : http://prestashop-demo.businesstech.fr
demo@demo.com
demodemo

Server prerequisites

Minimum PrestaShop version : 1.6

Web Server: your server must include the following standard «$_SERVER» variables:
- 'HTTP_HOST'
- 'REQUEST_URI'

Module installation

As for any other module, unzip the .zip file and upload the "gsnippetsreviews" folder via FTP inside the "modules" folder on your server.

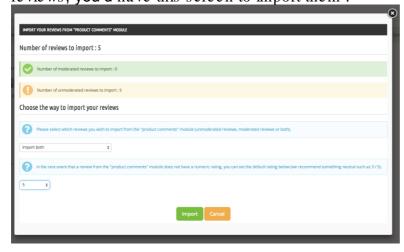Install the module via the back-office as usual.

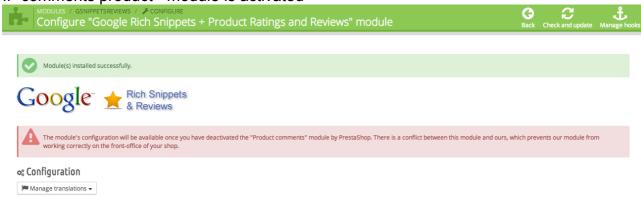# Module configuration

Welcome screen

2 cases:
- First, if you've got the comments product module activated and if there is some reviews, you'd have this screen to import them :
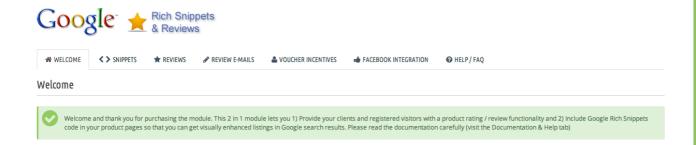

Or if there is no reviews to import, you'd have this screen:
If "comments product" module is activated

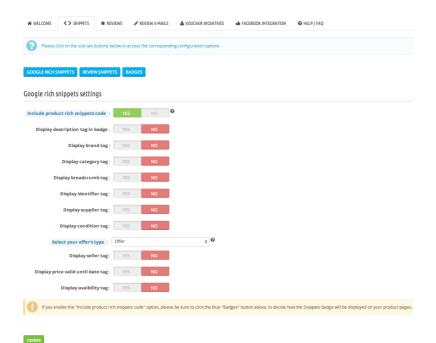- Second, you should have the default module screen

Snippets Settings

You have 3 sub-tabs configuration in this section.

1/ handle your product rich snippets if your theme doesn't include them by default in the product.tpl template:

2/ handle rich snippets including code as individual or aggregate review(s). It is included in the summary review block displayed on the product pages:

¤ Review: Individual or aggregate. If you select "Individual", your enhanced review will include the number of stars from the latest rating and, if a written review was typed, it will be included as well. If you select "Aggregate", it the number of stars will represent the average of all reviews for that product, and the text will be picked automatically by Google from the content of your page.

3/ Handle each position of the review rich snippets badge on any different kind of pages below:

If you have activated « produtc rich snippets », **you'll be able** also to configure it on the product pages as the same way of any other badge of pages below.

¤ Display badges: you want snippets included and treated by Google, you should choose badge type as you wish, you have 4 options: for home page, category pages, brand pages and product pages.

¤ Badge position: You have choice between 5 options maximum according to the page type: top, bottom, home page, left column (Prestashop Hooks are used), and a custom setting (only for expert skills with CSS).

Review settings

You have 6 sub-tabs configuration in this section.

1/ handling global settings around activation or deactivation of your reviews:

¤ Activate ratings and reviews: If you activate this option, language filtering will be applied. For example, say one your products has 2 reviews in English and 1 in French. If this is activated, then the English version of your website will say it has 2 reviews, and the French version will say it has 1 review. However, if you do not activate it, then both

languages will say it has 3 reviews. You should set this once and for all on initial setup of the module and avoid changing the setting after that, so as not to confuse Google with the number of ratings changing abruptly.

¤ Enable Ratings input: This will activate the basic « star-rating » functionality.

¤ Enable Comments input: If activated, your customers will also be able to write a review, in addition to the star-rating mechanism.

2/ Reviews on the product pages :

¤ Your theme layout: please read the tooltip related to this option by moving your mouse over the option name.

¤ Hook to display: The module will display the detail of ratings in one of the product tabs. But it will also display a block with the summary (average rating and number of ratings and reviews) on one of the hooks available on the product page. This controls where this will appear.

¤ Pictogram to choose for rating: Choose your style for the stars icons. It is a "sprite" image (3 images in one). The first one is used when no rating has been made, the second one when the user hovers with his mouse, and the third one when the rating has been made. You can create new styles if you want. Simply go to the img/admin/picto folder inside the gsnippetsreviews module folder. Duplicate any existing folder, rename it to something different (no spaces or accents, only letters and dashes "-"), and modify the image to your taste, but make sure it is still called "picto.gif" and keep the same image size and space used by each star / element.

¤ Number of reviews per page: For review pagination purposes on the front-office.

¤ Product image size for review form : defines which image size will be used when a customer will write a review. This size is also used on the review standalone display mode and when a customer would change his own rating and / or review after have receiving a litigation review.

¤Display share buttons : allows you to display share buttons and also display the count box if you want.

3/ Reviews management :

¤ Require Admin Approval: This allows you to moderate the written reviews. If activated, any text posted will only be visible on the product page once it has been approved on the back-office moderation tool.

¤ Who can review: This allows you to control who can post a review. At a minimum, with "Any registered customer" the person must have an account on the site and must be logged in. With "Only people who already bought the product to review", the person will only be able to rate and post a review if they have already bought the product with the same account they are logged in under.

¤ Always count an display reviews in the current language only : If activated, your customers will also be able to write a review, in addition to the star-rating mechanism.

¤ Number of reviews per page for moderation: For review pagination purposes on the back-office moderation tool.

¤ Number of reviews per reviews list page: For review pagination purposes on the front-office reviews list page.

4/ Account page settings

Please read the tooltip text related to each option by moving your mouse over the option name

5/ Last reviews block:

BusinessTech
E-business Intelligence

GLOBAL | PRODUCT PAGE | REVIEWS MANAGEMENT | ACCOUNT REVIEW PAGE | LAST REVIEWS BLOCK | STARS IN LIST PAGES

Last Reviews Block Settings

The module lets you display a block with the latest customer reviews on various sections of your website. The options below give you control over how this is all displayed.

Display block of last reviews : **YES** NO

Number of reviews to display : 3

Display block on the following pages :

Page	Active	Hook	Width	Truncate comments	
home page	✖	Hon	100	%	30	chars
category page	✖	Top	100	%	30	chars
brand page	✖	Top	100	%	30	chars
product page	✖	Top	100	%	30	chars
other pages	✖	Top	100	%	30	chars

Display before the Badge block : **YES** NO

Update

Please read the tooltip text related to each option by moving your mouse over the option name

6/ Star in list pages:

GLOBAL | PRODUCT PAGE | REVIEWS MANAGEMENT | ACCOUNT REVIEW PAGE | LAST REVIEWS BLOCK | STARS IN LIST PAGES   Moderate reviews | Add a review

Product star ratings in list pages (e.g: category / brand / search etc...)

You can also have the average rating appear on list pages (e.g: category / brand / search etc...) for each product (guaranteed to work on the default PrestaShop theme ONLY). To do so, simply copy and paste the code below in the product-list.tpl template of your theme, right after the <p class="product_desc"></p> tag of the product description:

IMPORTANT NOTE: This is very technical, and if you are not an integrator or webmaster, simply ignore this section

```
{literal}
<div id="productRating{/literal}{$product.id_product|intval}{literal}"></div>
<script>
 $(document).ready(function(){
     gsr.getProductAverage({/literal}{$product.id_product|intval}{literal}, '');
 });
</script>
{/literal}
```

¤ Javascript blue screen : You can copy paste the displayed code in your product-list.tpl as it is noticed. Like this, you will get a rendering layout with five-stars review system under each displayed product on the page.

Review e-mail settings

You have 3 sub-tabs configuration in this section.

1/ reviews e-mails :

¤ Receive an alert by email: If activated, this will allow you to receive an e-mail notification when a new review / rating is posted.

For the other options, please refer to the tooltip text.

2/ Review litigation e-mails:

This section allows you to configure the e-mail subject and the body of your reply and why you decide to ask to your customer to change his rating and review.

3/ reminders:

¤ Send a callback email review: If activated, when a customer purchases a product on your shop, an e-mail will be sent to him after X days (specify below after selecting "yes" here) to invite him to rate the product. IMPORTANT NOTE: This requires to set a CRON task on your server. See the next section below.

You have to select the type of **order statuses you'd consider to be used to sending** reminders. Before to be sent each reminder will check the order status and the configured delay.

You also can check the last cron report by clicking on button, a popin will be displayed with the last cron job details.

Customer have the choice to not receive the reminders anymore by deactivate it in to his own shop account :

Les paramètres nécessaires sont manquants ou erronés.

¤ Import orders from this date onwards: This allows you to import your past orders, and **you'll be able to send a reminder e**-mail to each customer who has purchased products from those orders.

Setting a CRON task for optional e-mail reminders

Definition

CRON is "a time-based job scheduler in Unix-like computer operating systems. The name cron comes from the word "chronos", Greek for "time". Cron enables users to schedule jobs (commands or shell scripts) to run periodically at certain times or dates" (source: http://en.wikipedia.org/wiki/Cron).

URL to execute

The URL to execute via CRON will be, for example:
http://www.mysite.com/modules/gsnippetsreviews/cron.php

Of course, you"ll want to replace "mysite.com" with your real shop URL (and don't forget to include any subdirectory such as "shop" if your PrestaShop Installation is like http://www.mysite.com/shop).

Frequency

You'll want to run your CRON task every day, at a time that is convenient / appropriate to receive e-mail reminders (late morning around 11:00 is usually a good time).

Setup via crontab (for users with technical / Linux knowledge)

CRON tasks are usually set up by editing a crontab file and adding a line.

IMPORTANT : The CRON's line you're going to configure must be executed as a web server request by prefixing your line with lynx application (text browser), or any wget / curl commands that implies to use the web server engine. This allows that your request will be successfully executed in the web server context and get all the PHP environment variables as needed for your PrestaShop execution. DO NOT put the physical path of the script, and only put the script URL that you can find in the module's back-office.

For example:

0 2 * * * lynx -dump http://www.mysite.com/modules/gsnippetsreviews/cron.php > /dev/null

This example will execute the URL every night at 2:00AM (this precise example requires that the text based browser Lynx be installed on the server).

Setup via an online service

You can also use a free online service such as http://www.onlinecronjobs.com and just enter there the URL to execute and the timing.

Voucher Incentive configuration

This section lets you offer your customers incentives for posting a comment. You can, if you want, offer them a small voucher amount for each product they review, which they will be able to redeem on their next purchase. If you activate it, a message will also be displayed on the product page above the review form to let people know this feature is available and to encourage them to review your products. Any reminder e-mails sent to them if you activate those will also include this information.

This is an example of a voucher configuration setup. It will be used as a template for each unique customer voucher that will be created. You can change it at any time and future vouchers created will use the new values.

Facebook Integration

The module lets you integrate with our Facebook PS Wall Posts module (available on http://prestashop-modules.businesstech.fr/en/prestashop-modules-social-networks-facebook/10-facebook-ps-wall-post.html or http://addons.prestashop.com).

It allows you to have any ratings and comments posted on a product on your PrestaShop website to be also automatically posted to your Facebook fan page. If you have enabled comments moderation in the "Review Settings" tab, it will only be posted once you approve the rating and comment in the moderation interface.

If you have not purchased, installed and configured the Wall Posts module, you will see this screen:

Once everything is all set, the following will become available if you reload the Rich Snippets configuration screen:

Vouchers for sharing on Facebook

Independently of vouchers that you can offer customers for reviewing products, you can also reward them with vouchers for sharing their review on their Facebook page. The configuration works just like for the review vouchers.

Review moderation

NOTE: The review moderation tool is not displayed in the module configuration interface. It has its own Admin Tab, which will be added by default under the main "Modules" tab or through the "reviews" module's tab.

You can :

- Activate or deactivate a comment by clicking on the status (red cross or green check) icon
- Activate a review again which has been deeclared as abusive.
- Write a litigation review reply to a rating and / or comment that you would feel as unfair.
- Modify / update a comment by clicking on the Edit (pencil) icon. This allows you to correct any typos or grammatical errors, or even re-word a bit the comment if the person used inappropriate language.
- Delete a rating and / or comment by clicking the delete (trash can) icon
- Do a bulk status change or delete by using the bulk action pull-down menu above the list of reviews

Each column has upwards and downwards arrows to allow you to sort on any column as desired.

Module's layout

We simply show you which configurable elements you'll find on the module's front-office

1/ Reviews rich snippets home page badge:

2/ Product rich snippets badge on product pages for all themes that do not include rich snippets tags automatically:

3/ The reviews summary block on the product pages:

☆ **REVIEWS**

By **Thomas B.** (Mougins-le-haut, France) on 07 Jan. 2015 (Robe d'été imprimée) :   (5/5) ⭐⭐⭐⭐⭐

Happy and hasn't changed the rating
Still very good product!

Thank you for your support!

Regards

f Like ‹ 0 | **▼ Tweet** ‹ 0   ⚠ Report abuse

> Thank you for your product review on our website. We always welcome feedback, whether it is positive or negative. However, in this particular case, we feel that this review was unfair and would like to have a chance to invite you to change your mind. Here is why:
>
> test litigation review
>
> OK!!!
>
> Shop owner reply on 19 Jan. 2015

By **Dabène N.** (22222, France) on 07 Jan. 2015 (Robe d'été imprimée) :   (5/5) ⭐⭐⭐⭐⭐

Test client modération
Test client modération

f Like ‹ 0 | **▼ Tweet** ‹ 0   ⚠ Report abuse

4/ Last reviews block:

YourLogo
a new experience

Search   🔍   🛒 Cart (empty)   ▼

ACCUEIL   ROBES   ALL SUPPLIERS   ALL MANUFACTURERS

LAST REVIEWS

By **Thomas B.** (Mougins-le-haut, France) on 07 Jan. 2015 :   (5/5) ⭐⭐⭐⭐⭐

Still very good product!...

By **Dabène N.** (22222, France) on 07 Jan. 2015 :   (5/5) ⭐⭐⭐⭐⭐

Test client modération

By **Dabène N.** (22222, France) on 07 Jan. 2015 :   (5/5) ⭐⭐⭐⭐⭐

Test client

All reviews ❯

5/ "All reviews" page:

BusinessTech
E-business Intelligence

YourLogo
a new experience

Search 🔍

🛒 Cart (empty) ▼

ACCUEIL ROBES ALL SUPPLIERS ALL MANUFACTURERS

🏠 › all reviews

ALL REVIEWS

By **Thomas B.** (Mougins-le-haut, France) on 07 Jan. 2015 :   (5/5) ⭐⭐⭐⭐⭐

Robe d'été imprimée
Title : Happy and hasn't changed the rating
Comment : Still very good product!

Thank you for your support!

Regards

[f Like] 0 [Tweet] 0   ⚠ Report abuse

    ❝ Thank you for your product review on our website. We always welcome feedback, whether it is positive or negative. However, in this particular case, we feel that this review was unfair and would like to have a chance to invite you to change your mind. Here is why:

test litigation review

OK!!! ❞

Shop owner reply on 19 Jan. 2015 —

By **Dabène N.** (22222, France) on 07 Jan. 2015 :   (5/5) ⭐⭐⭐⭐⭐

Robe d'été imprimée
Title : Test client modération
Comment : Test client modération

[f Like] 0 [Tweet] 0   ⚠ Report abuse

By **Dabène N.** (22222, France) on 07 Jan. 2015 :   (5/5) ⭐⭐⭐⭐⭐

Robe imprimée
Title : Test client
Comment : Test client

[f Like] 0 [Tweet] 0   ⚠ Report abuse

[1] [2] [Next »]

6/ integration of stars rating in product-list.tpl template :

ROBES SIMPLES   ROBES DE SOIRÉE   ROBES D'ÉTÉ

Sort by [-- ▼]   Show [12 ▼] per page   View: ▦ ☰
                                                                          Grid List

Showing 1 - 12 of 15 items   ‹ Previous **1** 2 Next ›   [Show all]   [Compare (0) ›]

| Robe imprimée | Robe imprimée | Robe d'été imprimée |

★★★★★ 1 rating(s)   ★★★★★ 2 rating(s)

31,20 €   **61,19 €**   **34,78 €** ~~36,61 €~~ **-5%**

🟧   🟨 🟥   ⬛ 🟧 🟦 🟨

[In Stock]   [Product available with different options]   [En stock]

| Robe d'été imprimée | Robe de soie imprimée | Robe d'été imprimée |

★★★★★ 1 rating(s)

36,60 €   **19,68 €** ~~24,60 €~~ **-20%**   **36,60 €**

⬜ 🟨   🟩 🟨   ⬜ 🟨

[In Stock]   [En stock]   [Out of stock]

Note to developers

Architecture

Module architecture is decomposed like this (look PHP Doc in gsnippetsreviews class):
- conf/
  - common: used by all conf. Defines main path and globals variables.
  - admin: only used in admin context
  - install: only used in install context
  - hook: only used in displaying hook context which module is hooked.

- lib/install
  - i-install_class.php (interface)
  - install-ctrl_class.php (controller = design pattern «factory»)
  - install-config_class.php (business class)
  - install-sql_class.php (business class)
  - install-tab_class.php (business class)
- lib/admin
  - i-admin.class.php (interface)
  - admin-ctrl.class.php (controller = design pattern «strategy»))
  - admin-display_class.php (business class)
  - admin-update_class.php (business class)
  - admin-send_class.php (business class)
  - admin-delete_class.php (business class)
- lib/hook
  - hook-ctrl_class.php (controller)
  - hook-base_class.php (abstract)
  - hook-display_class.php (business class)
  - hook-update_class.php (business class)
- lib/reviews
  - review-ctrl.class.php (contrôleur)
  - review_class.php (business class)
  - review-dao_class.php (business class)
  - rating_class.php (business class)
  - rating-dao_class.php (business class)
- lib/common => all common Business Tech classes
- lib/module-dao_class.php => all **Data access Object's** shared method
- lib/module-tools_class.php => all shared method
- lib/warnings_class.php => set warnings managed by Prestashop
- lib/mail-send_class.php => class for sending e-mails
- lib/facebook-ctrl_class.php => class for manage FB action

- templates/
  - admin/ => templates – used only for Back Office
  - hook/ => templates – used only for Front Office

Tips and tricks

Each «business» class used in «lib/admin» or «lib/hook» have to return associative array :
'tpl' => template name to be used
'assign' smarty assigned values

In this way, displayModule() function aggregates layout.