

CONTENT

If you use Magento, you can use this guide to set up PowerReviews for your eCommerce Store.

This guide assists in walking you through the implementation process of your software and supplements the wizards available to you as you go through the implementation process.

If you experience any issues during this process, use the Support link in the Portal, or send an email to support@powerreviews.com.

Whitelist our email

You should whitelist support@powerreviews.com through your email provider to make sure you receive email notifications about your account.

What does white-list mean?

Spam filters employed by your email provider have whitelists and blacklists of senders and keywords to look for in emails. If a spam filter keeps a whitelist, emails from the email address, domains, and/or IP addresses you add will appear in your inbox. For more information on how to whitelist an email address, review the documentation of your email service provider.

Introduction

The Magento extension allows you to implement your software through a guided Portal experience.

You can implement PowerReviews in your Magento store in the following phases:

1. Creating an account.
2. Setting up PowerReviews on your Magento store.
3. Enabling reviews.
4. Testing your site.
5. Going live.
6. Setting up your Post Purchase email.

Account Setup

Before you can begin, you must complete your account setup by signing up for Self-Service PowerReviews.

Create an Account

1. Navigate to the link provided to you by PowerReviews when you purchased the Self-Service solution.
2. Enter your **Company name** and **URL** of your website.
3. Select **Magento**.
4. Select your Locale. PowerReviews supports the following locales:
 - o **en_US** - United States, English
 - o **en_CA** - Canada, English
 - o **en_GB** - Great Britain, English
 - o **en_IE** - Ireland, English
 - o **en_AU** - Australia, English
5. Click **Next**.

Tell us About Yourself

Enter your name and email in the wizard. Click **Next**.

Where is Your Business Located?

Enter the address for your business. PowerReviews needs an address on file for billing purposes. Click **Next**.

Provide Your Credit Card Information

Provide your credit card information. PowerReviews bills your credit card according to the plan you've chosen. Click **Finish**.

You've successfully created your account. Check your email, the one you provided in Step 2, for login information. Reset your password, and then navigate back to <https://portal.powerreviews.com/login> to begin installing the Magento integration.

Setting up PowerReviews on Your Magento Store

To set up PowerReviews after you log in to the Portal:

1. Click **Set Up** for Magento. The Setup wizard opens.
2. Click **Launch the app**. This opens a new tab in your browser with your Magento store open. Keep the PowerReviews portal tab open, as you'll need to enter your account information.
3. Log in to your Magento store or enter your store domain in the PowerReviews wizard.
4. Click **Install**.
5. Click Install app. The following components are installed on your site in the corresponding files that represent these templates:
 - Review Display
 - Review Snippet
 - Category Snippet
 - Write-A-Review form
 - Checkout Beacon for your Post Purchase Email

Enter Your Account Details

Enter the following account details from the Portal in your PowerReviews Magento App:

- Merchant Group ID
- Merchant ID
- API Key
- Locale

Click **Save Account Details**. This installs all PowerReviews code on your Magento site.

The screenshot shows the Magento admin interface for PowerReviews configuration. The left sidebar contains navigation icons for Dashboard, Sales, Products, Customers, Marketing, Content, Reports, Stores, System, and Find Partners & Extensions. The main content area is titled 'General' and includes a 'Review Display' section and an 'On/Off Sections' section. The 'Review Display' section has the following settings:

Field	Value	Label
Enable Review Display	Yes	[STORE VIEW]
Merchant Group ID	10188	[STORE VIEW]
Merchant ID	570697	[STORE VIEW]
API Key	c3b4e741-9bfb-4866-9599-cd914670a494	[STORE VIEW]
Locale	en_US	[STORE VIEW]

The 'On/Off Sections' section has the following settings:

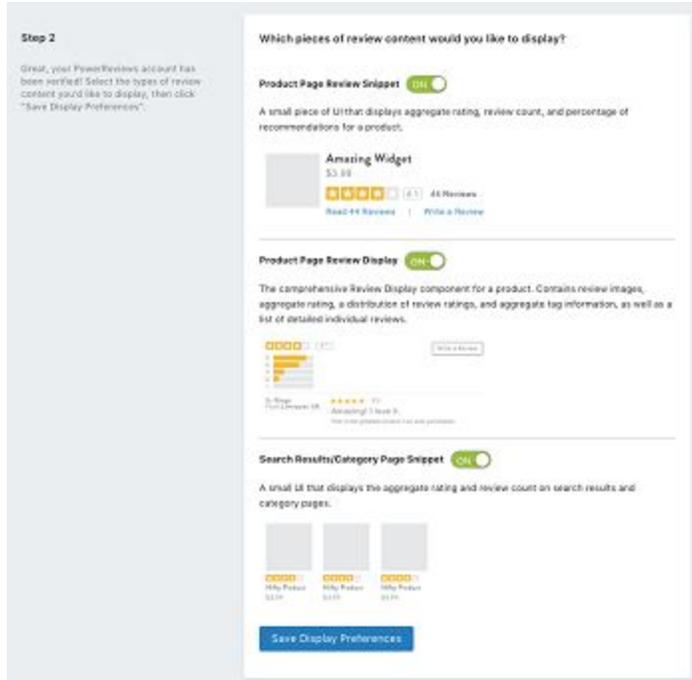
Field	Value	Label
Product Page Review Snippet	Yes	[STORE VIEW]
Product Page Review Display	Yes	[STORE VIEW]
Search Results/Category Page Snippet	Yes	[STORE VIEW]

Enable Reviews

After the wizard installs the PowerReviews code, you must enable the review content for it to display on your site. Select On for the types of review content you want to appear within your store.

You can choose to display:

- The Product Page Review Snippet.
- The Product Page Review Display.
- The Search Results/Category Page Snippet.



Click **Save** to save your preferences.

Customize the Appearance

You can choose to customize the appearance of your review content using CSS overrides. Use the wizard and template to determine which content you want to modify. For more information, see [Customizing PowerReviews Content](#).

Write a Review

The PowerReviews plugin automatically creates your Write a Review page for review collection within your store.

The Write a Review form fields include:

- Rating
- Headline
- Comments
- Service Comments
- Bottomline
- Nickname
- Location
- Media Collection (Image & Native Video)

Example:



Write a Review

Widget

*Required question

Your Rating*



Review Headline*

Ex. I would buy this product again and again.

Comments*

How you use the product. Things that are great about it. Things that aren't great about it.

Service/Delivery Comments

Was your delivery prompt? Did your product arrive in good condition? If you used it, was customer service available and helpful?

Bottom Line

Select one

Yes, I would recommend this to a friend

No, I would not recommend this to a friend

Nickname*

Ex. Jim the Runner

Your Location*

Ex. San Jose, CA

Add an Image +

Add a Video +

By submitting, you represent that you have read and agree to our [Terms](#) and our [Privacy Policy](#).

Submit Review

powered by  Trustpilot

Review Display

The Review Display is mobile responsive and appears on your product pages. The Review Display includes:

- The Review Snapshot - an aggregate of your review data and a Clickable Histogram.
- The Image Gallery - a gallery of all of the images your customers submit with their reviews.
- The Review List - a list of all the individual reviews for a particular product.



Show more photos

Review Snapshot by PowerReviews

★★★★☆ 4.1 23 reviews Write A Review



Reviewed by 23 customers

Sort by: Most Recent

★★★★☆ Surprisingly warm rain jacket

I was lucky enough to get one of these jackets and I am so happy I did. The color is so cute and the fit is figure-flattering. I do wish that the hood was adjustable (lighter), but I can get over that because the rest of the jacket is fabulous.

More Details

Submitted a month ago
By Yolanda
From River Falls, WI
Submitted as part of a free sample program.

Bottom Line Yes, I would recommend to a friend

Was this review helpful to you? 9 1 Flag this review

Testing Your PowerReviews Content

Now that you've finished installing the PowerReviews content, you should submit a test review to ensure everything is working properly. To do this:

1. Navigate to a product page and write a review.
2. Click **Submit**.
3. Navigate to the Content tab in the Portal.
4. Search for the review, and your review should then appear in the search results. Note that this review will appear on your site within 24 hours.

After you confirm the reviews submit successfully, preview how the review content appears on your site. To do this:

1. Navigate to your product page where you left your test review.
2. Enter the following to the end of the URL in the browser:
 - o **?pr_enable_content_display_test_mode=true** Your URL should appear similar to the following:
https://yoursite.com/product/test-product?pr_enable_content_display_test_mode=true
3. Press **Enter**. Your test review appears.

Go Live

You're finished! If all your tests ran successfully, PowerReviews is installed on your site.

Setting Up Post Purchase Email

Configuring a post-purchase email is really important to get more reviews added to products on your website. Using this feature, you can send follow up emails to your customers after they purchase a product, inviting them back to write a review. Studies show that up to 60-80% of customer reviews come as a result of email solicitations.

Sending emails to your customers 14-21 days after they make their purchase, asking them to review their product, is a good practice in building up your reviews. The wizard guides you through best practices to set up your Post-Purchase Email. You must also install the Checkout Beacon on your order confirmation page, so PowerReviews can receive necessary information from your customers in order to send them the Post-Purchase email.

Configuring Your Post-Purchase Email

The Magento extension will install the Checkout Beacon Code to send PowerReviews order data, so you can begin configuring your Post-Purchase Email with information specific to your business using the wizard in portal.powerreviews.com.

You can edit multiple fields within your Post-Purchase email template. For the body and footer copy, less is more. Only include text that's helpful or relevant for your customer to submit their review.

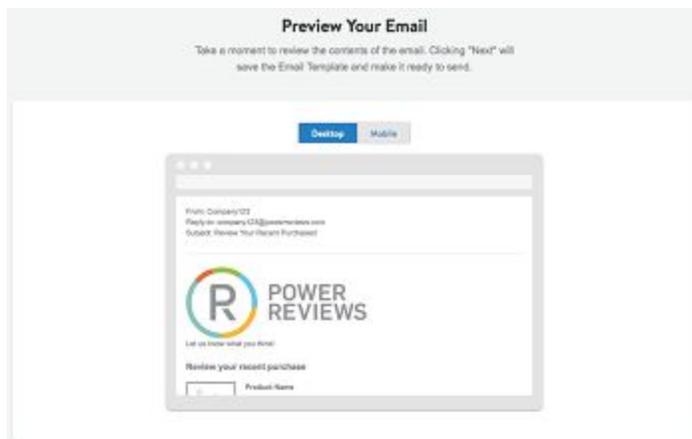
Your subject line should be a clear call to action, like "Tell Us What You Think!". PowerReviews doesn't recommend including ads or marketing material that could distract your customer, and potentially keep them from leaving a review.

After you finish customizing your email, take a moment to ensure all links work, and that you've caught any spelling mistakes. Then click **Next** to save your email and make it ready to send.

Previewing Your Post-Purchase Email

You can preview your Post-Purchase email for both desktop and mobile devices. The email is built to be mobile-responsive, so it will look great on any device for your customers.

Toggle between Desktop and Mobile to preview your email. If you aren't satisfied with the way it looks, you can always go back and re-edit the fields.



Scheduling Your Post-Purchase Email

Once your email looks the way you want it to, you'll need to schedule it. In the wizard, select when you want your emails to be sent to your customers.

As a best practice, PowerReviews recommends sending between 14 and 21 days after a customer places an order. If you expect your products to have a longer processing or shipping time, you want to enter a larger number of days.