

## About Google Customer Reviews

Google Customer Reviews is a free program that lets you collect feedback from users who've made a purchase on your site. Ratings from Google Customer Reviews apply to your 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 available in 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.

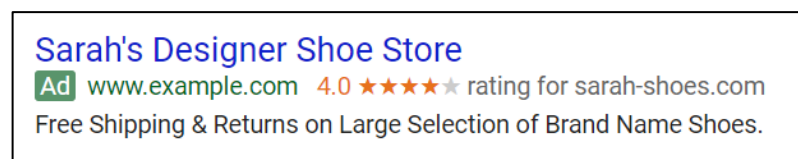
How it works:

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 optional Google Customer Reviews badge, 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.

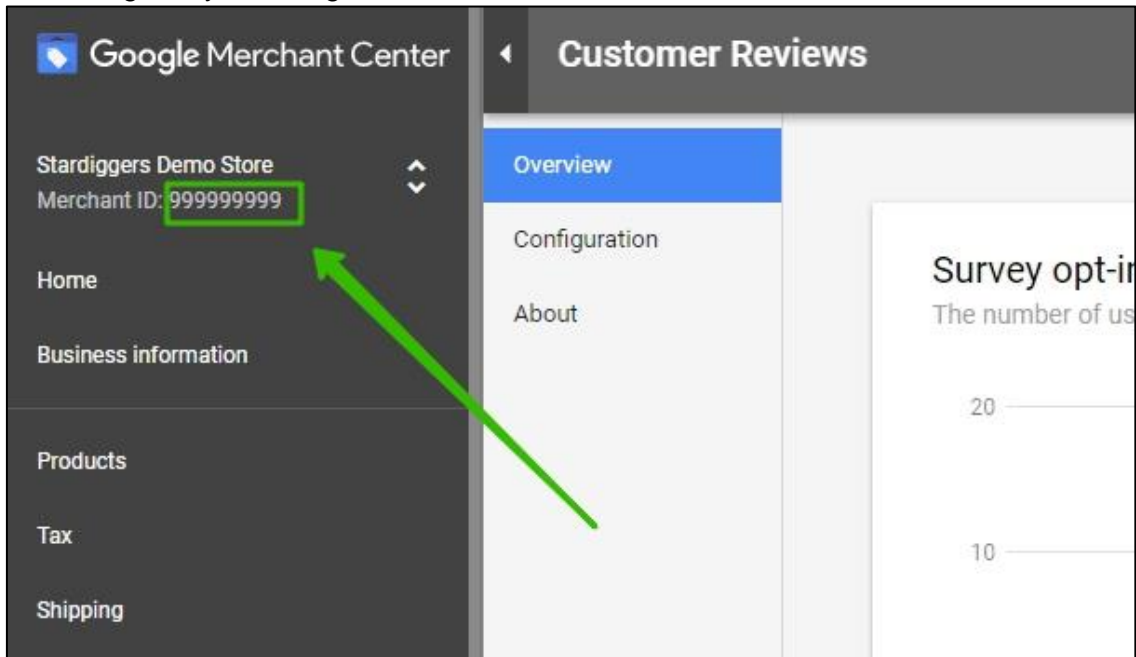
This rating will appear on search ads, Google Customer Reviews and Google Shopping badge.



[View more info about Google Customer Reviews program](#)

# Configure Stardiggers Google Customer Reviews Module

1. Create your Google Merchant Account. Click here to see instructions.
2. Add Google Customer Reviews program. Click here to see more information.
3. Go to your Magento admin panel in:  
System > Configuration > Stardiggers extensions > Google Customer Reviews
4. Select "Yes" in the "Enable Google Customer Reviews" field.
5. Type in your Merchant Center ID into "Merchant ID" field. To find out what is your ID number go to your Google Merchant account.



6. A) The fastest way to test if your website interacts with Google Merchant Center correctly is to see if a badge appears on your website. Select "Yes" in the "Enable Badge field.

**Google Customer Reviews**

**General Settings**

Enable Google Customer Reviews	Yes	[WEBSITE]
Merchant ID	117000627 <small>▲ from Google Merchant Center</small>	[WEBSITE]
Default Estimated Delivery Time	0 <small>▲ in working days</small>	[WEBSITE]
Delivery Include Weekends	No	[WEBSITE]
Custom Delivery Time Rules	<a href="#">+ Add Delivery Time Rule</a> <small>▲ Values for a specific carrier have higher priority than defaults</small>	[WEBSITE]

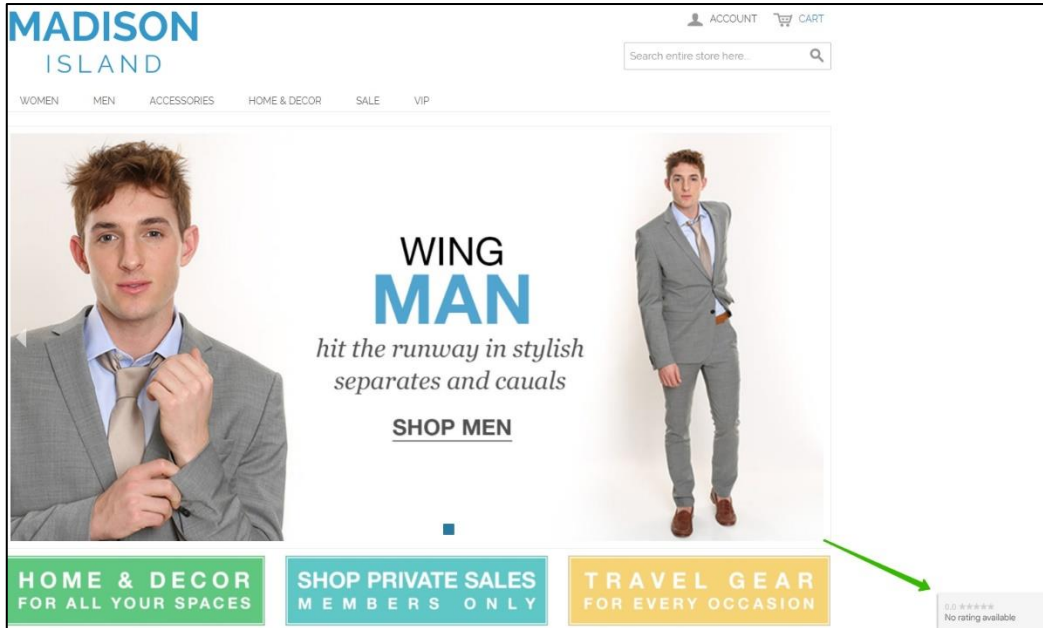
**Opt-in Settings**

Offer a survey to all customer groups	Yes	[WEBSITE]
Opt-in Style	Center Dialog	[STORE VIEW]
Opt-in Language	User Environment Defined	[STORE VIEW]

**Badge Settings**

Enable Badge	Yes	[STORE VIEW]
Badge Position	Bottom Right	[STORE VIEW]
Badge Language	User Environment Defined	[STORE VIEW]

B) Flush cache and check the badge on your front-end.



7. Google sends its surveys after the delivery of goods; therefore delivery dates should be properly configured.

Default Estimated Delivery Time	3	[WEBSITE]		
	▲ in working days			
Delivery Include Weekends	No	[WEBSITE]		
Custom Delivery Time Rules		[WEBSITE]		
Shipping Method	Country	Include Weekends	Days to Deliver	
Flat Rate    Fixed	United States	Yes	2	Delete
Any Method	Canada	No	4	Delete
				Add Delivery Time Rule

▲ Values for a specific carrier have higher priority than defaults

“Any Method” configuration values are used if there is no rule for an actual order delivery method. “Default Estimated Delivery Time” and “Delivery Include Weekends” configuration values are used if there is no rule for an actual order delivery method in “Custom Delivery Time Rules”.

8. Set up Google survey appearing rules in “Opt-in Settings” section.

Opt-in Settings		
Offer a survey to all customer groups	No	[WEBSITE]
Customer Groups offered to survey	<ul style="list-style-type: none"> <li>NOT LOGGED IN</li> <li>General</li> <li>Wholesale</li> <li>VIP Member</li> <li>Private Sales Member</li> </ul>	[WEBSITE]
Opt-in Style	Center Dialog	[STORE VIEW]
Opt-in Language	User Environment Defined	[STORE VIEW]
<b>Badge Settings</b>		
Enable Badge	<ul style="list-style-type: none"> <li>Dansk / Danish</li> <li>Deutsch / German</li> <li>English (Australia) / English (Australia)</li> <li>English (United Kingdom) / English (United Kingdom)</li> <li>English (United States) / English (United States)</li> </ul>	[STORE VIEW]
Badge Position	<ul style="list-style-type: none"> <li>Español / Spanish</li> <li>Français / French</li> <li>Italiano / Italian</li> <li>Nederlands / Dutch</li> <li>Polski / Polish</li> <li>Português (Brasil) / Portuguese (Brazil)</li> <li>Svenska / Swedish</li> <li>Türkçe / Turkish</li> <li>Čeština / Czech</li> <li>русский / Russian</li> <li>日本語 / Japanese</li> </ul>	[STORE VIEW]
Badge Language		[STORE VIEW]

## 9. Set up Google badge appearing rules.

**Badge Settings**

Enable Badge: Yes [STORE VIEW]

Badge Position: Custom [STORE VIEW]

▲ Add a badge using any of following methods [STORE VIEW]

a) .phtml file:  
<?php echo Mage::app()->getLayout()->createBlock('starsurvey/badge')->toHtml(); ?>

b) layout update:  
<block type="starsurvey/badge"?>

c) CMS page or block:  
{{block type="starsurvey/badge"}}

Badge Language: User Environment Defined [STORE VIEW]

- User Environment Defined
- Dansk / Danish
- Deutsch / German
- English (Australia) / English (Australia)
- English (United Kingdom) / English (United Kingdom)
- English (United States) / English (United States)
- Español / Spanish
- Français / French
- Italiano / Italian
- Nederlands / Dutch
- Polski / Polish
- Português (Brasil) / Portuguese (Brazil)
- Svenska / Swedish
- Türkçe / Turkish
- Čeština / Czech
- русский / Russian
- 日本語 / Japanese

Permit badge block before using Google Badge with custom position with a help of CMS page or block. Go to Magento Block Permissions in System > Permissions > Blocks. Add "starsurvey/badge" to allowed blocks.

**Edit Block 'starsurvey/badge'**

**Block Details**

Block Name \*: starsurvey/badge

Is Allowed: Yes

Google Customers Review Survey example:

Magento This is a demo store. Any orders placed through this store will not be honored or fulfilled.

YOUR LANGUAGE: English WELCOME

MADISON ISLAND

ACCOUNT CART

Search entire store here.

WOMEN MEN ACCESSORIES HOME & DECOR SALE VIP

YOUR ORDER HAS BEEN RECEIVED.  
THANK YOU FOR YOUR PURCHASE!

**Google Customer Reviews**

Share your opinion

Madison Island uses Google Customer Reviews to collect feedback on how they're doing.

Can Google email you (john.doe@example.com) a one-minute survey once your transaction is complete? [Learn more.](#)

Privacy Policy NO YES

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# Google Customers Review survey invitation email example:

