

## 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.

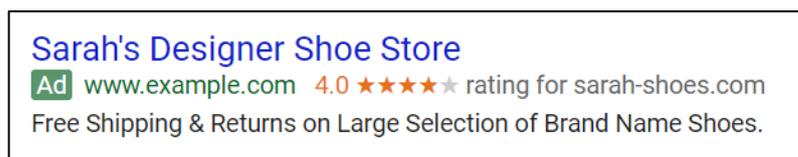
How it works:

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.

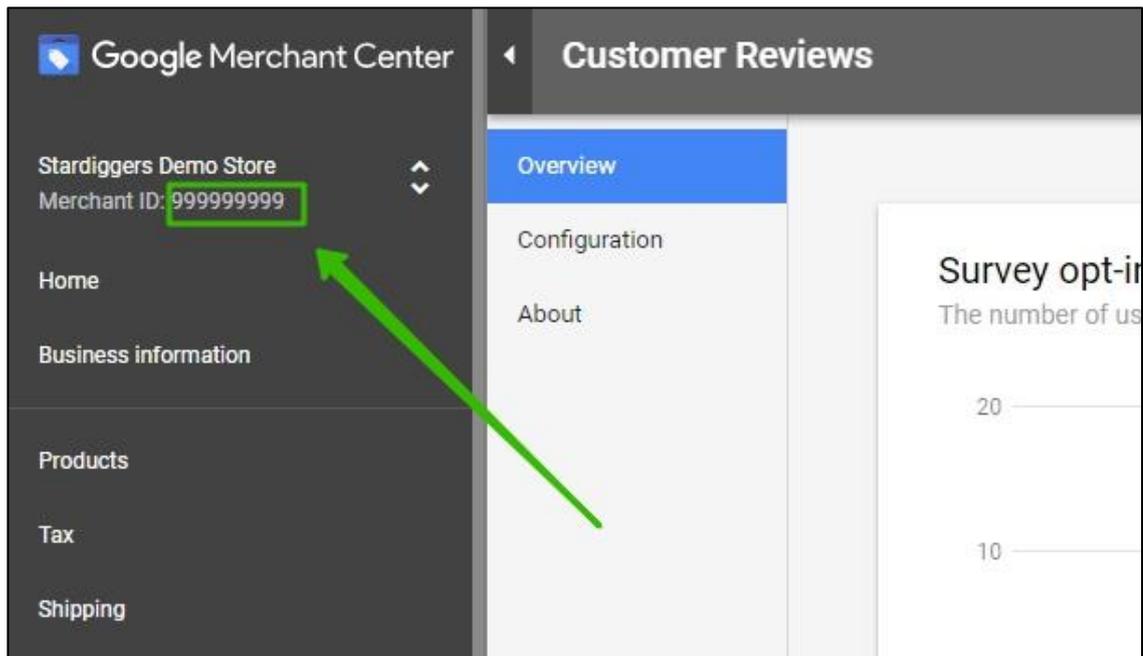
This rating will appear on search ads, Google Customer Reviews and Google Shopping badge.



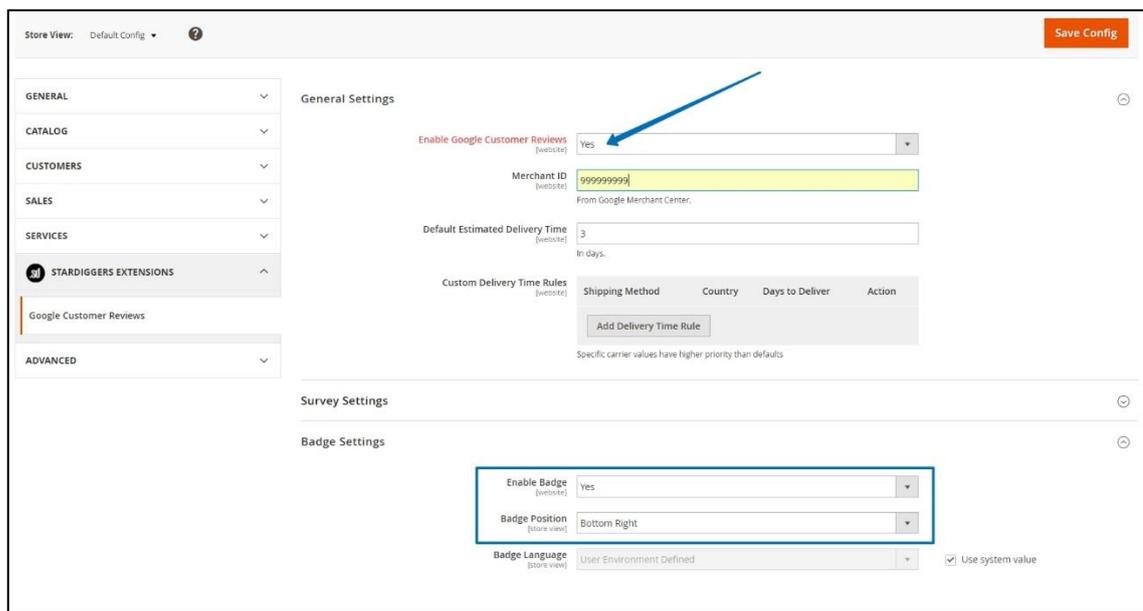
[View more info about Google Customer Reviews program](#)

## Configure Stardiggers Google Customer Reviews Module

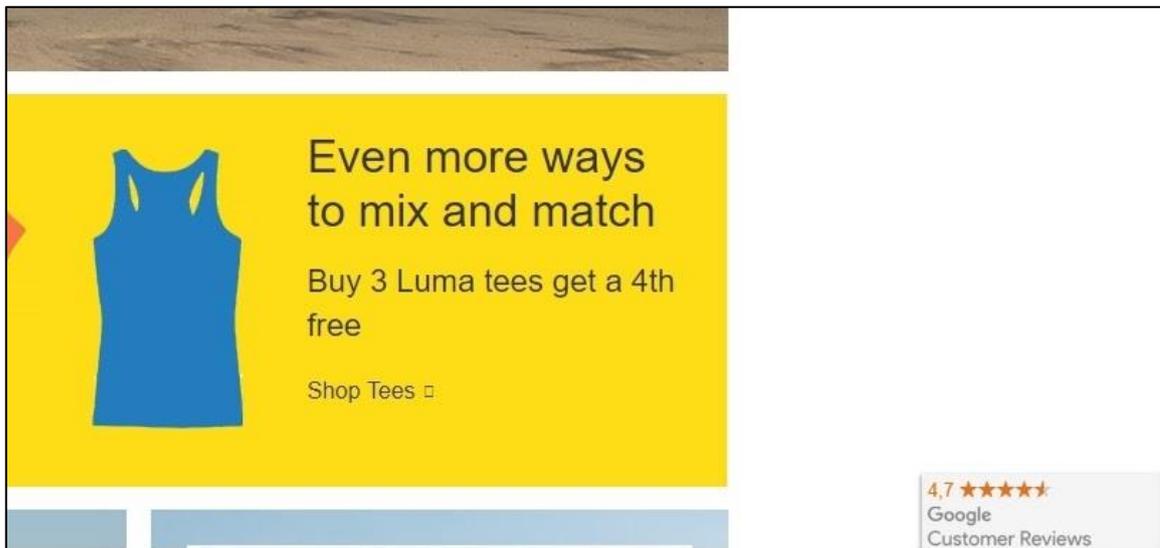
1. Create your Google Merchant Account. Click [here](#) to see instructions.
2. Add Google Customer Reviews program. Click [here](#) to see more information.
3. Go to your Magento admin panel in:  
System > Configuration > Stardiggers extensions > Google Customer Reviews
4. Select "Yes" in the "Enable 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.



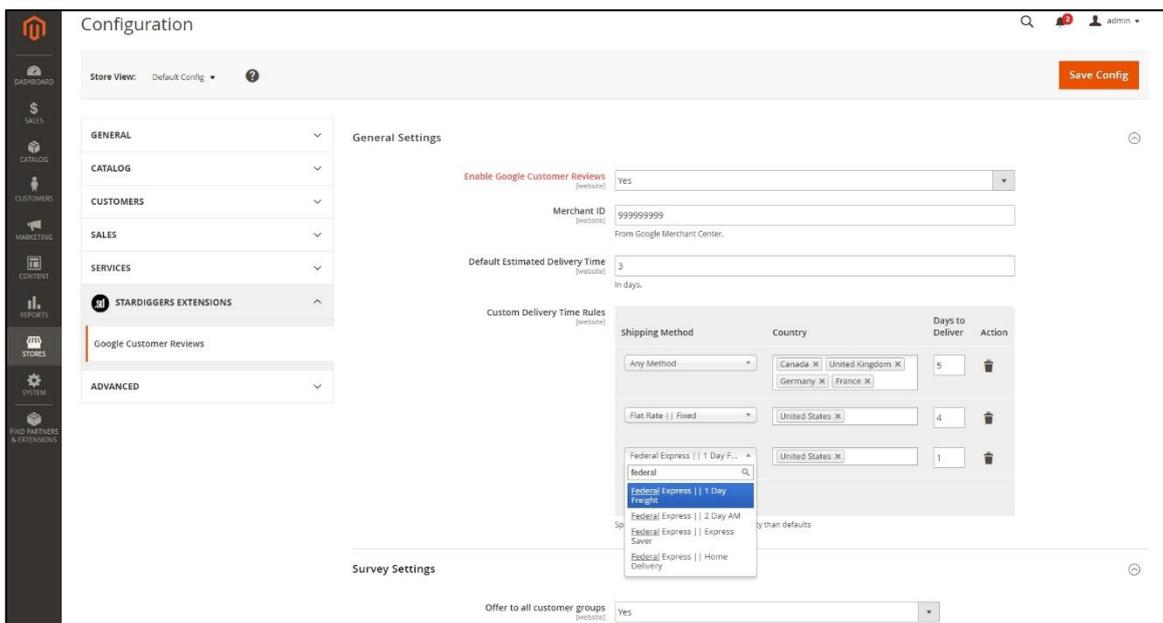
6. A) The fastest way to test if your website interacts with Google Merchant Center correctly is to see if a badge appears on your website. Select "Yes" in the "Enable Badge" field.



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.



“Any Method” configuration values are used if there is no rule for an actual order delivery method. “Default Estimated Delivery Time” configuration value is 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.

The screenshot shows the 'Configuration' page in Magento. The left sidebar contains a menu with categories: GENERAL, CATALOG, CUSTOMERS, SALES, SERVICES, STARDIGGERS EXTENSIONS (highlighted), Google Customer Reviews, and ADVANCED. The main content area is titled 'Survey Settings' and includes the following fields:

- Offer to all customer groups** (website): A dropdown menu set to 'No'.
- Customer groups offered to take a survey** (website): A dropdown menu with a list of options: 'NOT LOGGED IN', 'General', 'Wholesale', and 'Retailer'. 'Wholesale' is currently selected.
- Survey Style** (store view): A dropdown menu set to 'Center Dialog'.
- Survey Language** (store view): A dropdown menu set to 'User Environment Defined'. There is an unchecked checkbox for 'Use system value'.

At the bottom of the 'Survey Settings' section, there is a note: 'A survey offering will be disabled if no group is selected.' Below this, the 'Badge Settings' section is partially visible.

## 9. Set up Google badge appearing rules.

The screenshot shows the 'Configuration' page in Magento, specifically the 'Badge Settings' section. The left sidebar is identical to the previous screenshot. The main content area is titled 'Badge Settings' and includes the following fields:

- Enable Badge** (website): A dropdown menu set to 'Yes'.
- Badge Position** (store view): A dropdown menu set to 'Bottom Right'.
- Badge Language** (store view): A dropdown menu with a list of language options: 'User Environment Defined', 'User Environment Defined', 'alemán', 'checo', 'danés', 'español', 'francés', 'inglés (Australia)', 'inglés (Estados Unidos)', 'inglés (Reino Unido)', 'italiano', 'japonés', 'neerlandés', 'polaco', 'portugués (Brasil)', 'ruso', 'sueco', and 'turco'. 'User Environment Defined' is currently selected.

There is an unchecked checkbox for 'Use system value' next to the 'Badge Language' field. At the bottom of the page, the footer contains the text: 'Copyright © 2017 Magento Commerce Inc. All rights reserved.' and 'Magento ver. 2.3.0-0 Report an Issue'.

## Google Customers Review survey invitation email example:

