

Trustpilot Reviews

Installation and User Guide for Trustpilot Reviews Extension for Magento

Updated: July 2021

Trustpilot's extension for Magento allows you to automate your review collection, add TrustBox widgets to your site, and invite customers to write reviews. It supports Magento versions 2.1, 2.2, 2.3, and 2.4.

We don't currently have a sandbox environment available for testing purposes. This integration is not compatible with Internet Explorer.

Set up the extension

You have two options to download and install Magento 2: via the Magento Marketplace or via Composer.

Your webshop will be inaccessible for 5-15 minutes during the download and installation. We recommend that you do this when your webshop is not busy and backup your shop beforehand.

Download and install via Magento Marketplace

1. Go to the [Magento Marketplace](#), search for the Trustpilot Reviews extension, and click **Add to Cart**.
2. Click the **shopping cart icon** in the upper right-hand corner and click the **Proceed to Checkout** button.
3. If required, register or sign in to your Magento Marketplace account and complete the checkout by clicking **Place Order**.
4. On the order confirmation page, click **Install**.
5. On the **My Access Keys** page, choose **Create a New Access Key** to create a new key. Set a name to identify the key pair, and then copy the newly generated private and public keys.

6. Log in to your Magento Admin Panel.
7. Click **System > Web Setup Wizard > Extension Manager** or **Component Manager**.
8. If you haven't connected your store to Magento Marketplace yet, click **Sign In** to connect. You'll see two empty fields where you need to paste the private and public keys you copied earlier.
9. Select **Refresh/Sync** to update the list of available extensions.
10. Click **Review and Install**.
11. Find the Trustpilot extension in the list and click **Install**.
12. Follow the Magento Wizard: perform the readiness check, create a backup, and finish the installation.
13. Go back to your web store **Magento Admin** and click **Stores > Configuration**.
14. Change the configuration scope from **Default Config** to **Main Website** or **Store View**.
15. Scroll down to find Trustpilot, expand the panel, and click **General**.
16. Scroll back to the top and paste the integration key copied from Trustpilot Business.
17. Click the **Save Config** button.

Download and install via Composer

You need to have technical knowledge and access to the command line interface (terminal) of your webshop server to install the Trustpilot extension in your Magento 2 platform. You can use [Composer](#) to install the extension.

Log in to your Magento server using SSH (Secure Shell) and run the following commands:

1. Create a backup by navigating to the root directory of your Magento installation and executing the command below. Please note that your website will be inaccessible during the backup process. `php bin/magento setup:backup --code --db --media`
2. Enable the maintenance mode: `php bin/magento maintenance:enable`
3. Download and install the Trustpilot extension using Composer: `composer require "trustpilot/module-reviews"`
4. If this is the first time you've installed an extension using Composer, Magento will ask you to provide your Magento Marketplace account credentials. To find your account information, go to <https://marketplace.magento.com> > **My profile > Access Keys >**

Create A New Access Key. Your public key is your username, while your private key is your password.

5. Enable the Trustpilot extension: `php bin/magento module:enable Trustpilot_Reviews --clear-static-content`
6. Update the database schema. Please note that this command is global and enables all the extensions for Magento that you have installed, so please proceed cautiously. `php bin/magento setup:upgrade`
7. Execute the **compile** command. This command is only required in production mode: `php bin/magento setup:di:compile`
8. Deploy static content. This command is only required in production mode: `php bin/magento setup:static-content:deploy`
9. Disable maintenance mode: `php bin/magento maintenance:disable`

Enter the integration key

Now that you've installed the Trustpilot extension, log in to your Magento Admin page and provide the integration key to complete the integration process.

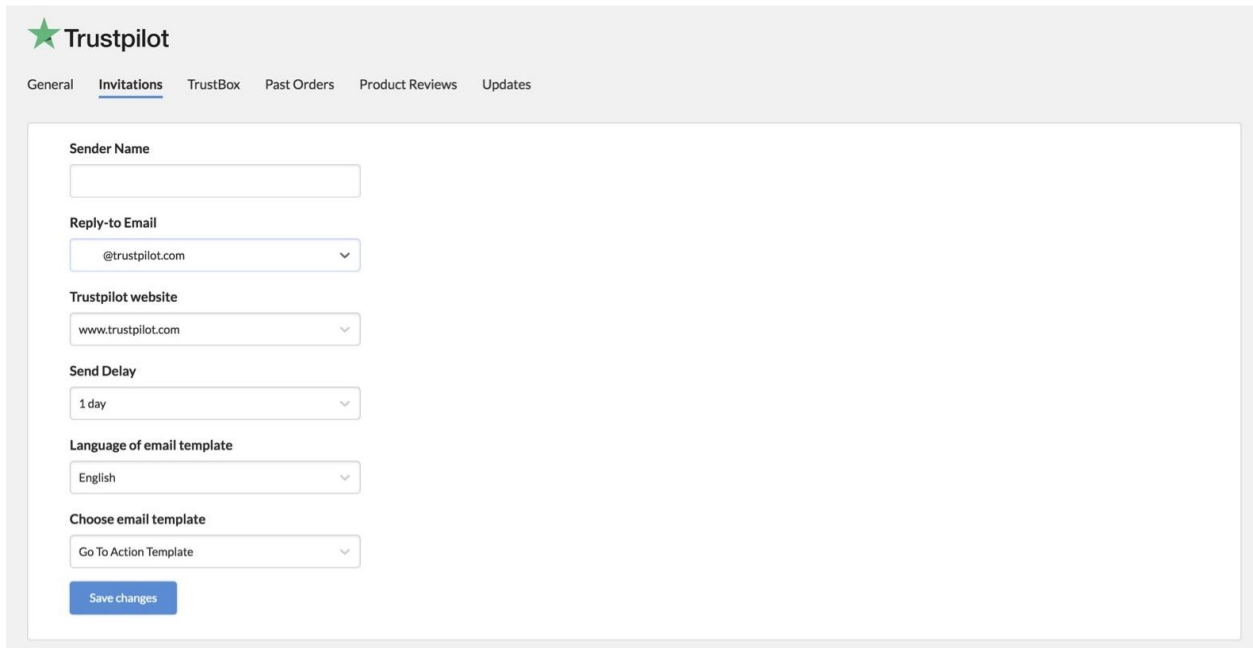
1. Go to **Trustpilot Business > Integrations > Magento 2** and, under **Your integration key**, copy the integration key.
2. Go back to **Magento Admin**, then click **Stores > Configuration**.
3. Change the store view from **Default Config** to **Main Website** (or any of your other websites).
4. Click on **Trustpilot > General** and paste the integration key that you copied from Trustpilot Business.
5. Click the **Save Config** button.

Manage the extension

Once you've installed the extension, the Trustpilot tab is available in your Admin Panel. You may need to use your Trustpilot Business credentials to log in.

- Review the legal terms, select **I understand and accept the above** , then click the **Confirm** button.

Set up your email information



The screenshot shows the Trustpilot configuration page for email information. At the top left is the Trustpilot logo. Below it is a navigation menu with tabs: General, **Invitations**, TrustBox, Past Orders, Product Reviews, and Updates. The main content area contains several form fields:

- Sender Name**: An empty text input field.
- Reply-to Email**: A dropdown menu with the value "@trustpilot.com".
- Trustpilot website**: A dropdown menu with the value "www.trustpilot.com".
- Send Delay**: A dropdown menu with the value "1 day".
- Language of email template**: A dropdown menu with the value "English".
- Choose email template**: A dropdown menu with the value "Go To Action Template".

At the bottom of the form is a blue button labeled "Save changes".

Go to **Invitations** and enter your email information:

- **Sender Name** – The sender information that appears in your customer's inbox when they receive your review request. The default Sender Email is the `noreply.invitations@trustpilot`.
- **Reply-to Email** – The email address you want your customers to use if they respond to your email.
- **Trustpilot website** – The Trustpilot landing page where your customers will write their review. Trustpilot has separate websites locales, e.g., `de.trustpilot.com` is the Trustpilot website for Germany.
- **Send Delay** – An order from your Magento web store automatically triggers an email to your customer - set the number of days you'd like us to wait before the email is actually sent. The maximum delay is 90 days.

Configure the Invitation trigger

Configure what triggers review invitations to be sent to your customers on the **General** tab.

Integration Key

zj1jS0EqYme8Lzmu has been installed!

[Don't have the key? Get it here](#)

Invitation Trigger ?

Order confirmed

Save changes

Choose **order confirmed** if you'd like to invite your customers when your Magento status is Processing.

Choose **order completed** if you'd like to invite customers when your Magento status is Complete.

- Choose **Order confirmed** to invite your customers when Magento is processing your order.
- Choose **Order completed** to invite customers when the order is complete.

Click the **Save changes** button.

Include product review invitations

Enable the **Product review invitations** toggle to start getting product reviews.

Trustpilot

General Invitations TrustBox Past Orders **Product Reviews** Updates

Product review invitations

Enable to start getting product reviews

SKU (Stock Keeping Unit)

none

GTIN (Global Trade Item Number)

none

MPN (Manufacturer Part Number)

none

Save changes

Once you have enabled product reviews, you have to let us know where you are saving your product stock keeping unit (SKU). You do this by selecting a SKU field from the drop-down menu. Note that you have to select one of the available SKU fields to be able to send product invitations.

You can also select product GTIN and MPN fields from the relevant drop-down menus, but these are optional. The SKU field is the one that will always be required for Trustpilot to successfully create product review invitation emails to your customers.

Once you're done, click the Save changes button to save your configuration.

Product review invitations

Product reviews are active

SKU (Stock Keeping Unit)

None

None

SKU

Product ID

Manufacturer

None

Save changes

You can also configure the GTIN and MPN field to let Trustpilot know where you are saving this information on your Magento platform. Click the **Save changes** button when you're done setting up the configuration.

Invite past customers to write reviews

The Trustpilot extension allows you to invite past customers who placed orders between the last week and three months.

- Select a time period and click the **Sync up orders** button to sync up your past orders with Trustpilot's invitation system.

Sync up past orders to get reviews

Sync up your past orders with our invitation system. Doing this lets you invite your recent customers to write reviews. (You only have to set this up once.)

Select all your orders from the past:

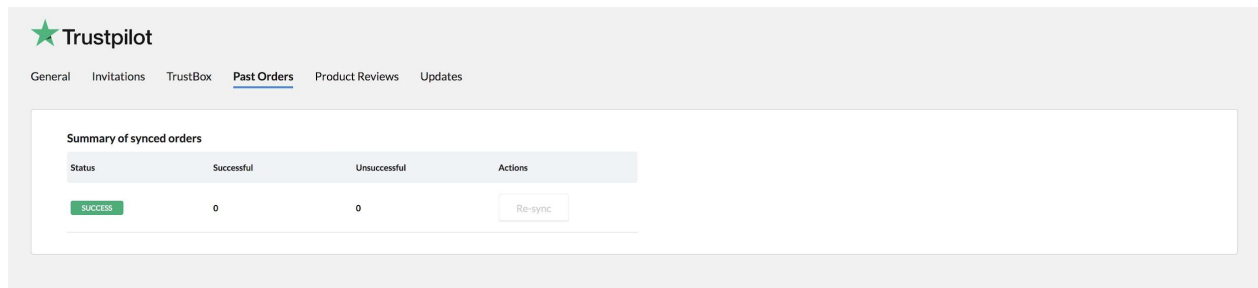
1 week

Sync up orders

No thanks, skip it

Summary of synced orders

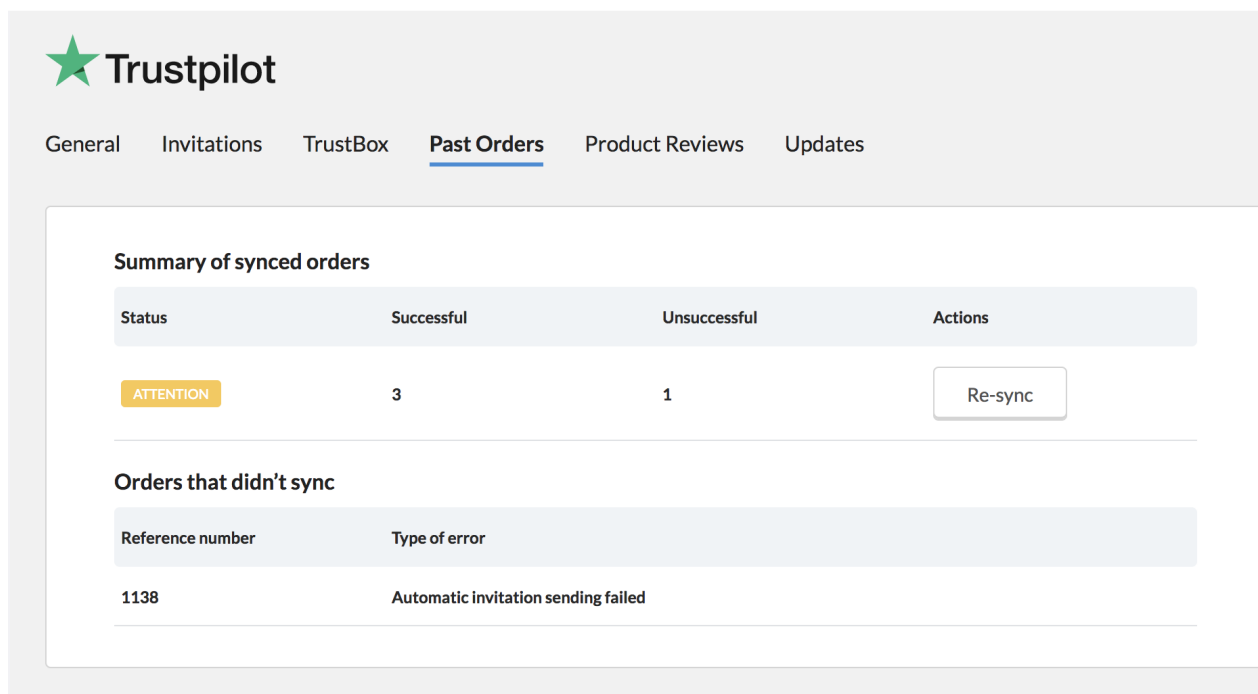
Next, you'll see a summary of your synced orders, so you'll know which ones synced up successfully with Trustpilot and which ones failed.



The screenshot shows the Trustpilot interface with the 'Past Orders' tab selected. The 'Summary of synced orders' section displays a table with the following data:

| Status | Successful | Unsuccessful | Actions |
|---------|------------|--------------|---------|
| SUCCESS | 0 | 0 | Re-sync |

At the bottom of the page, you'll see a list of failed orders with more details. To attempt to sync up the failed orders again, click the **Re-sync** button.



The screenshot shows the Trustpilot interface with the 'Past Orders' tab selected. The 'Summary of synced orders' section displays a table with the following data:

| Status | Successful | Unsuccessful | Actions |
|-----------|------------|--------------|---------|
| ATTENTION | 3 | 1 | Re-sync |

Below the summary, there is a section titled 'Orders that didn't sync' with a table showing the following data:

| Reference number | Type of error |
|------------------|-------------------------------------|
| 1138 | Automatic invitation sending failed |

Add a TrustBox using the extension

1. To preview a TrustBox, go to your **Magento Admin** page and click the **TrustBox** tab in the top menu.
2. Select the TrustBox you'd like to preview, then drag and drop it on your on-site display. You can rearrange it wherever you want.

3. To publish the TrustBox on your site, click **Publish Changes**.

You can also configure these TrustBox attributes:

- **Page** – Place TrustBoxes on your landing page, category page, or product page. If you prefer another page, simply enter the specific web address.
- **Position** – Select where on the page you want the TrustBox to appear.
- **Horizontal offset** – Offset from the left and right side.
- **Vertical offset** – Offset from the top and bottom.

If you choose the Product TrustBox, your **data-sku** attribute updates automatically. Remember to add it to your product page.