

amasty

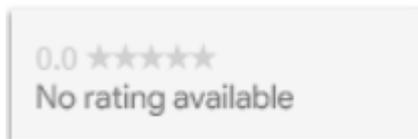
For more details see how the [Google Customer Reviews for Magento 2](#) extension works.

Guide for Google Customer Reviews for Magento 2

Boost your store in Google Rating by collecting customer feedback in a trustful way. Show Google Rating badge on a storefront and use a ready-made survey by Google.

- Enable Google Customer Reviews badge
- Display reviews on multiple websites and store views
- Adjust the position and language of the badge and the survey
- Add the survey opt-in to the order success page
- Automatically send a survey email as the customer agrees to leave a review

Keep in mind that you must have at least 100 reviews from a country during the past year for your seller rating to appear on your Google Customer Reviews badge for users in that country. If you have less than 100, the badge will be shown with the 'No Rating Available' status:



Google Integration

To enable the extension, you need your Google Merchant ID. To get it, proceed to [Google Merchant Center](#) and log in (or create a new account if you don't have one).

Click to **Settings & tools** icon and then to **General Account Options**:

The screenshot shows the Google Merchant Center Next interface. On the left is a navigation sidebar with sections: Overview, Notifications (1), YOUR BUSINESS (Products, Shipping and returns, Business info, Store quality), MARKETING (Free listings, Ad campaigns), and ANALYTICS (Summary). The main content area is titled 'Example Business, welcome to Google' and contains a list of setup steps: 'Add your business address', 'Confirm the online store of your business', 'Add details to show how you ship your products', 'Add your return policy', and 'Add your products'. A settings menu is open on the right, listing: Data sources, People and access, Apps and services, Add-ons, Conversion settings, General account options (highlighted with a red arrow), Email archive, and Personal preferences. At the bottom, there is a 'Product performance' section with the text: 'No clicks to show yet. Once products are uploaded, customer interactions will appear here.'

There you need to specify the language and time zone of your store.

× General account options



Product protection

Turn on product protection

40 %

Language and time zone

Language

English (United States) ▼

Time zone

(GMT+01:00) Central European Standard Time (Brussels) ▼

Comparison Shopping Services

CSS name

Google Shopping (google.com/shopping)

Contact

<https://support.google.com/merchants/gethelp>

googleshopping@google.com

+44 800 169 0409

Advanced account setup



You'll need to verify your online store before requesting an advanced account conversion

Keep in mind that a review service is unavailable for [particular countries](#).

The next step is to integrate your account into a webstore. Navigate to **Business Info** tab.

Google Merchant Center Next

Example Business

Overview

Notifications 1

YOUR BUSINESS

Products

Shipping and returns

Business info

Store quality

MARKETING

Free listings

Business info

Details Stores Countries Sales tax

Business details

Example Business

Belgium

Edit business details

Your online store

example.com

⚠ Not yet verified

⚠ Not yet claimed

Confirm online store

Here you need to verify your website.

Confirm the online store of your business

Example Business

Enter your online store URL

Your online store URL

https://example.com

Example: https://www.store.example.com

⚠ Not yet verified

You can choose any verification method: adding the required code to your homepage header, using your Google Analytics account, or selecting another option that is more convenient for you. Whichever method you select, you will be provided with instructions for the next steps in the verification process.

Select how you want to verify

[How verification works](#)

Use your e-commerce platform
If you're already using a supported platform (select to see the full list below)



Add an HTML tag or file
If you have access to your server, this method works best for most merchants



Use Google Tag Manager
If you're already using Google Tag Manager on your online store



Use Google Analytics
If you're already using Google Analytics on your online store



Add an HTML tag

Upload an HTML file

To verify your online store by adding an HTML tag

Follow these steps

1. Copy this HTML tag generated for your online store:

```
<meta name="google-site-verification" content="9Y2TFHnU11UFav06CJr70K5VUs6Q7QbGQY0JVx8oA0s" />
```

2. Paste the HTML tag in the HTML code of your online store's home page. It should go in the `<head>` section, before the first `<body>` section. [See example](#)
3. Click "Verify your online store" below to start the verification process.
4. You will receive a confirmation email from Google Search Console and be able to continue to the next step (claim your online store).

Don't remove the HTML tag from your online store. It helps Google identify your online store. It doesn't give Google access or permissions to your online store.

Cancel

Verify your online store

In the case of choosing 'Add an HTML tag or file', please go to your Magento admin panel and proceed to **Content** → **Design** → **Configuration**. Find the necessary design setting and click **Edit**.

You can open the **HTML Head** tab and paste the code into *Scripts and Style Sheets* field.

Scripts and Style Sheets

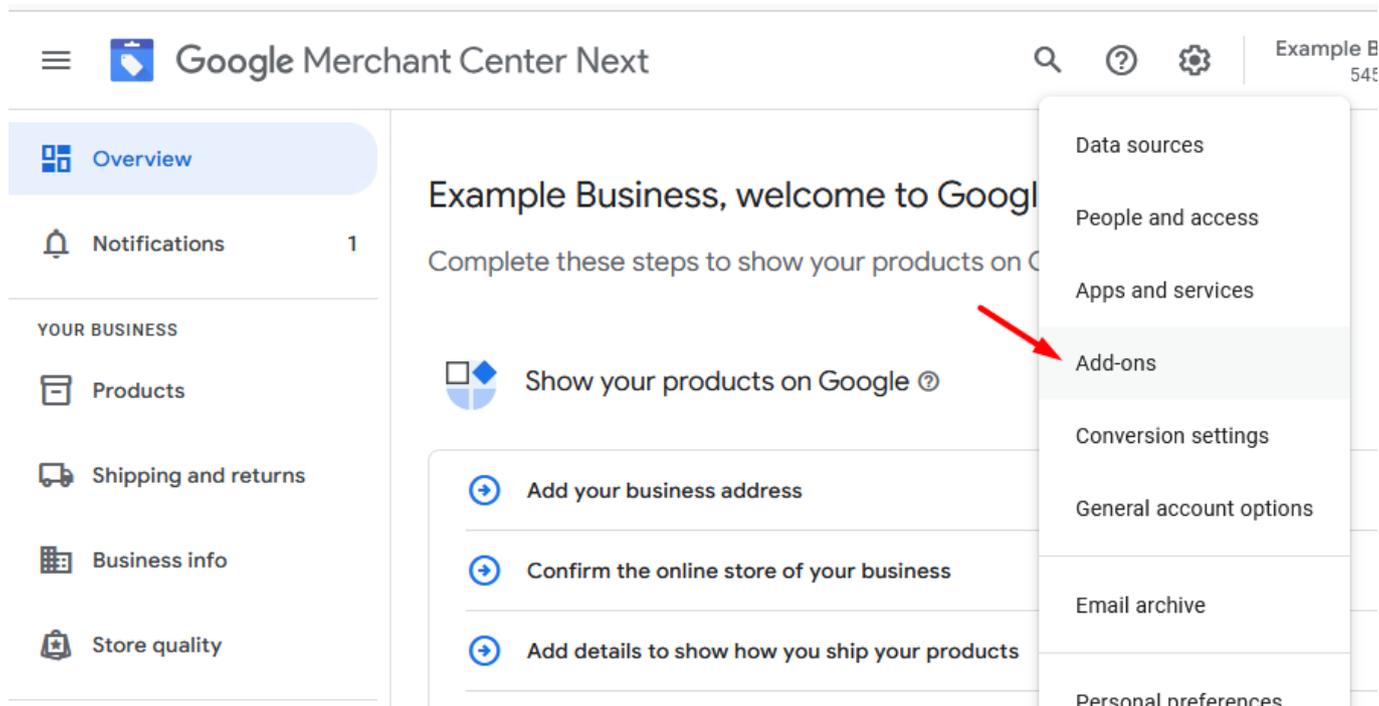
```
<link rel="stylesheet" type="text/css" media="all" href="{{MEDIA_URL}}styles.css" /> <meta name="google-site-verification" content="gU1r2A4dPv8k3t8y6Kmqaf80p4g@U2h5se-v8l" />
```

This will be included before head closing tag in page HTML.

Save the changes and hit the **'Verify your online store'** button in your Google Merchant Account.

When your store is verified you may proceed to activating **Google Customer Reviews add-on**.

In your Merchant Center account, click the **Settings & tools** icon and select **Add-ons**.



Find the **Google Customer Reviews** add-on card under the **Discover** tab and click 'Add'.

The screenshot shows the 'Add-ons' section of the Amasty Magento 2 admin panel. At the top, there is a navigation bar with a close button (X), the text 'Add-ons', a help icon (?), and a business name 'Example Business' with a dropdown arrow and a profile picture. Below the navigation bar, there are two tabs: 'Discover' (active) and 'Your add-ons'. The main content area displays a grid of add-on cards. Each card has a title, a description, a 'Learn more about' link with an external icon, and an 'Add' button. The 'Google Customer Reviews' card is highlighted with a red arrow pointing to it from the right. The cards include: 'Custom reports', 'Dynamic remarketing', 'Free local listings', 'Local inventory ads', 'Google Customer Reviews', and 'Loyalty programs'.

Find more information on Google Customer Reviews [here](#).

The integration is ready. You can start configuration.

Remember, that you will need your Merchant ID, which can be found in the top-right corner.

General Settings

Return to the Magento admin panel. Go to **Stores → Configuration → Amasty Extensions → Google Customer Reviews**.

General

General

Enable <small>[website]</small>	Yes	▼
Google Merchant ID <small>[website]</small>	239962911	
Language <small>[store view]</small>	Auto-detect	▼

Enable - set to *Yes* to activate the extension.

Google Merchant ID - paste the ID you've copied from your Google Merchant Account.

Language - choose the language to display review elements. Select *auto detect* to use the language of a browser that a customer uses.

Survey Opt-In

Here you can configure a popup that is displayed by Google to collect emails. In this popup, a customer can agree to leave a review or deny it.

Survey Opt-In

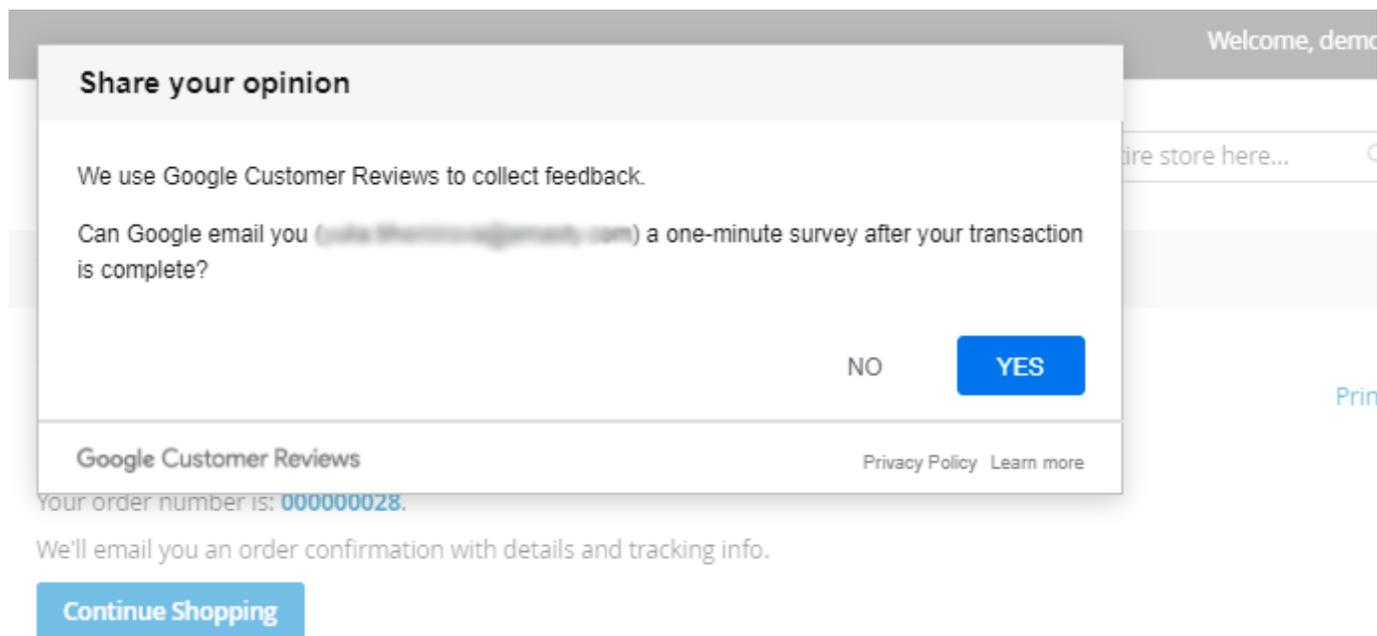
Enable for Selected Customer Groups <small>[store view]</small>	<div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9;">General Retailer Wholesale</div>	
Position of Popup on Order Success Page <small>[store view]</small>	Center	▼
Estimated Delivery Days <small>[store view]</small>	3	
	Delivery time for email with review survey sent by Google.	

Enable for Selected Customer Groups - choose particular customer groups for which a survey request will be displayed. You may leave this field empty to disable survey gathering (for example, if you have already collected the necessary amount of reviews for a high rating).

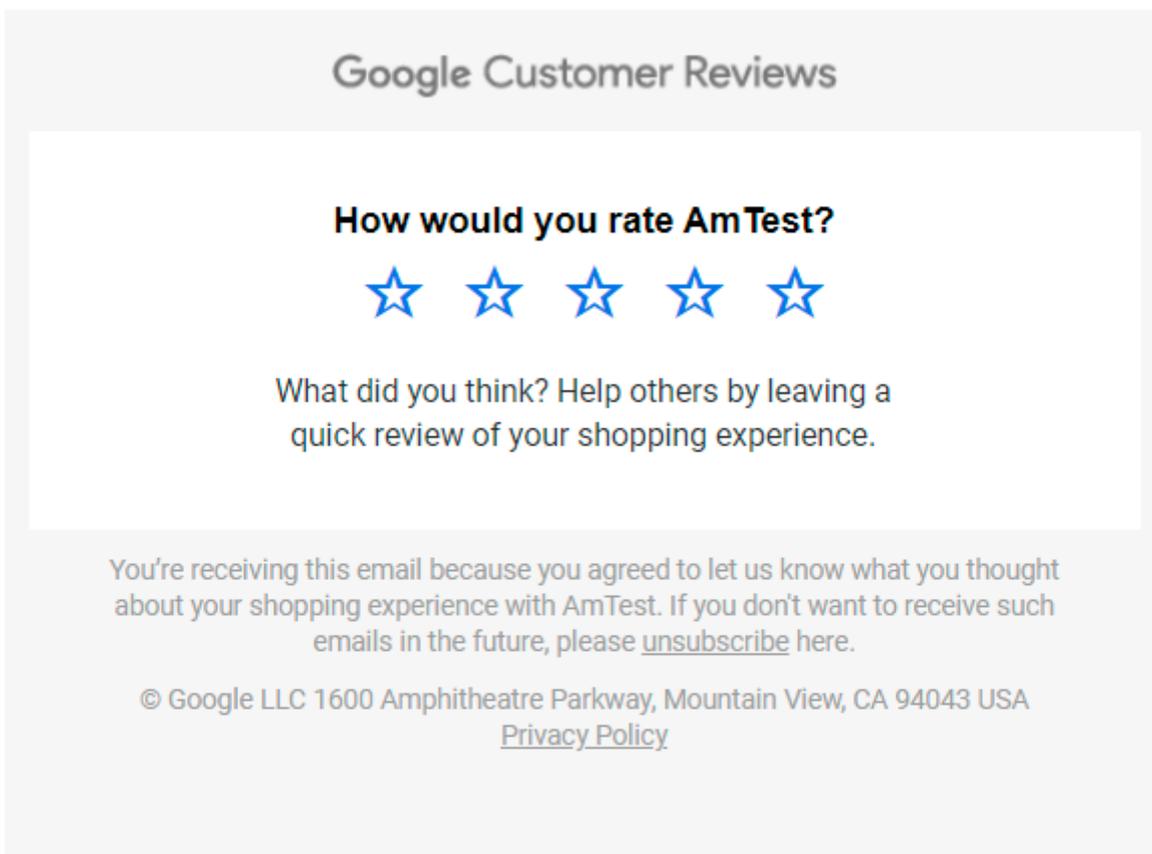
Position of Popup on Order Success Page - set the position on a success page to show a popup.

Estimated Delivery Days - specify the number of days after which the email with a review form will be sent.

On the frontend this popup is shown in the following way:



If a customer agrees, the extension will automatically send an email with the form:



IMPORTANT: You can't change the content of a popup and a survey, as it is provided by Google itself.

Badge

Badge

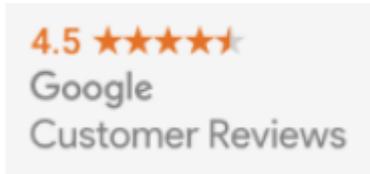
Show <small>[store view]</small>	<input type="text" value="Yes"/>	▼
Position <small>[store view]</small>	<input type="text" value="Bottom Left"/>	▼

Show - set to **Yes** to display a badge with your average rating on store pages.

The badge is available for a desktop only, as Google does not support it on mobile and tablet devices.

Position - place a badge either on Bottom Left or Bottom Right.

This is how a badge is displayed on the frontend:



WARNING: You are not able to customize the badge as a layout is provided by Google.

Find out how to install the Google Customer Reviews extension via [Composer](#).

From:

<https://amasty.com/docs/> - **Amasty Extensions FAQ**

Permanent link:

https://amasty.com/docs/doku.php?id=magento_2:google_customer_reviews



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