magmodules



Best Practices

Google Merchant Reviews for Magento 2

These are the recommended ways to configure Google Merchant Reviews based on what we've seen work well. This module is straightforward, but there are a few things to consider around delivery timing, badge placement, and product reviews. Getting these right will help you collect more reviews and display them effectively.

Recommended configurations and patterns for Google Merchant Reviews.

General Guidelines

Do's

- Always test with Test Mode before going live
- Set realistic delivery days (customers receive survey after delivery)
- Use the same Merchant ID for both opt-in and badge
- Match badge language to your store's language
- Run self-test after configuration changes

Don'ts

- Don't set delivery days too low (surveys arrive before products)
- Don't enable product reviews without valid GTINs
- Don't forget to disable Test Mode for production
- Don't ignore the badge on mobile (test responsiveness)

Delivery Days Configuration

The "Days for deliver" setting is crucial. Google sends the survey email after this period. If set incorrectly:

- **Too low:** Customer receives survey before the product arrives → bad experience, no review
- **Too high:** Long delay between purchase and survey → customer may forget or lose interest

Recommended approach:

Shipping Type	Suggested Days
Same-day/Next-day	2-3
Standard (3-5 days)	5-7
International	10-14
Made-to-order	14-21

Tip: It's better to overestimate slightly. A survey arriving a day after delivery is fine; one arriving before is not.

Badge Positioning

Bottom Right (Recommended)

The standard position. Users expect it here. Works well on desktop and mobile.

Bottom Left

Use if you have conflicting elements in the bottom-right (chat widgets, cookie banners).

Inline

Requires theme work to place the badge in a specific location. Use for:

- Footer integration
- Dedicated reviews section
- Custom trust badge area

Product Reviews Setup

To collect product-level reviews (not just seller reviews):

1. Enable "Add Product Data to Survey"
2. Select your GTIN attribute
3. Ensure products have valid GTINs

GTIN requirements:

- Must be valid EAN, UPC, or ISBN
- Must match products in Google Merchant Center
- Products without GTINs will only generate seller reviews

When to skip product reviews:

- Products don't have GTINs
- You sell custom/unique items
- GTINs aren't consistently maintained

Multi-Store Setup

For stores with multiple store views:

Same brand, different languages:

- Use same Merchant ID everywhere
- Configure badge language per store view
- Keep delivery days consistent

Different brands/countries:

- Use separate Merchant IDs per brand
- Configure each store view independently
- Consider different delivery days by region

Common Mistakes

Mistake: Setting delivery days to 0

Why it's wrong: Customer receives survey immediately after checkout, before shipping.

Correct approach: Set to your actual shipping + delivery time, minimum 2-3 days.

Mistake: Enabling product reviews without GTINs

Why it's wrong: Products without valid GTINs won't generate product reviews, just wasted data transfer.

Correct approach: Only enable if you have GTINs for most products in your catalog.

Mistake: Leaving Test Mode enabled

Why it's wrong: Test Mode may affect tracking or display differently than production.

Correct approach: Always disable Test Mode after testing, before announcing "we're live."

Mistake: Different Merchant IDs for opt-in and badge

Why it's wrong: Reviews collected via opt-in won't show on the badge, or vice versa.

Correct approach: Use the same Merchant ID for both features (unless intentionally splitting).

Performance Considerations

This module has minimal performance impact:

- Badge loads asynchronously from Google's servers
- Opt-in only loads on checkout success page
- No database queries or heavy processing

No special caching configuration needed.

Need More Help?

Documentation:

- All Help Articles - Complete documentation overview

Support:

- Contact Support - Get help from our team

For a complete overview of features and configuration options, see the Google Merchant Reviews extension on magmodules.eu

All articles for Google Merchant Reviews

Installation

1	Installation using Composer (recommended)
2	Installation using the Adobe Marketplace
3	Install through FTP and SSH

Configuration

1	Configuration Guide
2	Quick Start Guide

Troubleshooting

1	Debug Google Customer Reviews Badge in Magento 2
2	Troubleshooting

Background

1	**Best Practices (current)**

