

 eKomi

Best Practices

eKomi Reviews for Magento 2

These are the recommended ways to configure [eKomi Reviews](#) based on what we've seen work well. We've included a few real-world examples - simple stores, multi-language setups, and high-volume configurations - so you can see how others are using it. There's also a list of common mistakes people make and how to avoid them.

Recommended configurations and patterns for eKomi Reviews.

General Guidelines

Do's

- Wait for product delivery before sending review invitations (use order status `Complete`)
- Enable Google Structured Data for SEO benefits
- Match your rating scale setting to your eKomi account configuration
- Use appropriate delays for your product type (longer for physical goods)
- Enable auto-approve if you trust eKomi's moderation
- Configure meta titles and descriptions for the review page
- Test your configuration with a real order before going live

Don'ts

- Don't send invitations too soon - customers need time to receive and use products
- Don't enable multiple invitation profiles for the same store/customer group combination (causes duplicate invitations)
- Don't ignore the self-test results - they highlight real configuration issues
- Don't forget to clear cache after configuration changes
- Don't set import frequency too high for low-volume stores (wastes API calls)

Common Scenarios

Scenario 1: Simple Single-Store Setup

Use case: One store, one language, standard review collection

Configuration:

General:

- Enabled: Yes
- Build Queue: Every 6 Hours

Accounts:

- Select your single eKomi account
- Default Locale: Your store language
- Rating Scale: 1-5 Stars

Frontend:

- Enable: Yes
- Account Filter: No (single account)
- Locale Filter: No (single language)
- Rating Filter: Yes
- Year Filter: No
- Google Structured Data: Yes
- Reviews per Page: 15

Import:

- Auto Approve Reviews: Yes
- Update Frequency: Every Hour

Invitation Profile:

- Order Status: Complete
- Delay: 168 hours (7 days)
- Not Older Than: 30 days

Result: Reviews import automatically, display on a dedicated page with rating filters, and new customers receive invitations 7 days after order completion.

Scenario 2: Multi-Language International Store

Use case: One store serving multiple countries with reviews in different languages

Configuration:

Accounts (per store view):

- German store view: German eKomi account (or shared account with DE locale)
- French store view: French eKomi account (or shared account with FR locale)

- Default Locale: Match to store view language

Frontend (per store view):

- Enable: Yes
- Locale Filter: Yes
- Locales: Select relevant languages for each store view
- Rating Filter: Yes

Import:

- Auto Approve Reviews: Yes
- Update Frequency: Every Hour

Invitation Profiles (create one per store view):

- Profile 1: German store view, German locale
- Profile 2: French store view, French locale
- Delay: 336 hours (14 days) for international shipping

Result: Each store view displays reviews in the appropriate language, customers receive invitations in their language, and the review page allows filtering by language if needed.

Scenario 3: Multi-Brand Store (Multiple eKomi Accounts)

Use case: One Magento installation serving multiple brands, each with its own eKomi account

Configuration:

Accounts Setup:

- Add all brand eKomi accounts in Marketing → eKomi → Manage Accounts
- Assign appropriate account to each store view in configuration

Frontend:

- Enable: Yes
- Account Filter: Yes (allows customers to filter by brand)
- Accounts: Select all relevant accounts

Invitation Profiles:

- Create separate profile per brand/store view
- Each profile linked to correct eKomi account

Result: Each brand collects reviews to its own eKomi account, and customers can filter the review page by brand.

Scenario 4: High-Volume Store with Manual Review Approval

Use case: Large store requiring quality control on reviews before display

Configuration:

Import:

- Auto Approve Reviews: No
- Update Frequency: Every 6 Hours (reduce API calls)

General:

- Build Queue: Every 12 Hours (batch processing)

Debug:

- Debug Mode: No (reduce log file size)

Invitation Profile:

- Delay: 240 hours (10 days)
- Not Older Than: 14 days (limit backlog)

Result: Reviews are imported but held for manual approval. Staff reviews each submission in Marketing → eKomi → Reviews before it appears on the store.

Scenario 5: B2B Store with Customer Group Targeting

Use case: Wholesale store that only wants reviews from certain customer groups

Configuration:

Invitation Profile:

- Customer Groups: Select only retail/B2C groups
- Exclude: Wholesale, Not Logged In
- Order Status: Complete
- Delay: 168 hours

Result: Only retail customers receive review invitations. Wholesale customers continue purchasing without review requests.

Performance Optimization

Import Frequency

- **High-volume stores (100+ orders/day):** Every 6 Hours
- **Medium-volume stores (10-100 orders/day):** Every Hour
- **Low-volume stores (<10 orders/day):** Every 6 Hours or Daily

Queue Building

- Match to your order volume
- Higher frequency = more responsive invitations
- Lower frequency = less server load

Caching

- Always clear cache after configuration changes
- Widget output is cached by Magento's block cache

SEO Considerations

Structured Data

Enable Google Structured Data to get rich snippets in search results. This can significantly improve click-through rates.

Meta Information

- Write unique meta titles and descriptions
- Include your store name and "reviews" or "customer feedback"
- Keep meta descriptions under 160 characters

Review Page URL

The default URL is `/ekomi/`. This is clean and SEO-friendly. No changes needed.

Common Mistakes

Mistake: Sending invitations before delivery

Why it's wrong: Customers can't review products they haven't received. This leads to low response rates and frustrated customers.

Correct approach: Set delay to at least 7 days (168 hours) for physical products. Use order status `Complete` as the trigger.

Mistake: Duplicate invitation profiles

Why it's wrong: If multiple profiles match the same order, the customer may receive multiple invitations for one purchase.

Correct approach: Ensure invitation profiles don't overlap. Use distinct store views, customer groups, or order status triggers.

Mistake: Wrong rating scale

Why it's wrong: If your Magento setting doesn't match your eKomi account, ratings display incorrectly (e.g., "4 out of 10" when it should be "4 out of 5").

Correct approach: Check your eKomi dashboard for the correct rating scale and match it in configuration.

Mistake: Forgetting to clear cache

Why it's wrong: Configuration changes don't take effect until cache is cleared. This causes confusion when testing.

Correct approach: Always clear cache after making configuration changes: `bin/magento cache:flush`

Mistake: Debug mode left enabled in production

Why it's wrong: Debug logging generates large log files that consume disk space and can impact performance.

Correct approach: Only enable debug mode when actively troubleshooting. Disable it afterward.

Widget Best Practices

Sidebar Widget

- Use "Sidebar" mode for narrow columns
- Limit to 3-5 reviews
- Enable slider for space efficiency

Slider Widget

- Use on homepage or product pages
- Enable autoplay with 5-7 second intervals
- Configure responsive breakpoints for mobile

Full Page

- Use the dedicated `/ekomi/` page for comprehensive review display
- Enable all relevant filters
- Set appropriate reviews per page (10-20)

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 eKomi Reviews extension on magmodules.eu

All articles for eKomi Reviews

Installation

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

Configuration

1	Quick Start Guide
2	Configuration Guide
3	Widget Setup

Troubleshooting

1	Troubleshooting
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Grids

1	Account Management
2	Reviews Grid
3	Invitations Grid

Background

1	Best Practices (current)
2	CLI Commands

