



Best Practices

Feedback Company Reviews for Magento 2

This guide covers recommended configurations and strategies for getting the most out of [Feedback Company Reviews](#). These tips are based on common setups and what works best for most stores.

Account Setup

Single Store

For a single store with one Feedback Company account:

1. Create one account in **Marketing → Feedback Company → Accounts**
2. Select that account in **Stores → Configuration → Magmodules → Feedback Company → Accounts**
3. Enable invitation profile on the account

Multi-Store / Multi-Brand

For stores with multiple brands or regions, each with their own Feedback Company account:

1. Create separate accounts for each brand/region
2. Switch to each store view in configuration
3. Select the appropriate account for each store view
4. Configure locale filters to match the store's language

Example:

- Dutch store → Dutch Feedback Company account → Dutch locale filter
- German store → German Feedback Company account → German locale filter

Review Display

Homepage Slider

Place a review slider on your homepage for social proof:

1. Go to **Content → Widgets → Add Widget**
2. Select **FeedbackCompany Slider**
3. Settings:
 - Theme: Extended (for visual impact)
 - Show Summary: Yes
 - Reviews to Show: 3-5

- Autoplay: Yes
- Autoplay Speed: 5000-7000 (gives time to read)

4. Layout: CMS Home Page → Main Content Bottom

Sidebar Widget

Add trust signals on product/category pages:

1. Go to **Content → Widgets → Add Widget**
2. Select **FeedbackCompany Widget**
3. Settings:
 - Review Mode: Sidebar
 - Display Reviews: Yes
 - Display Slider: Yes (if space allows)
 - Number of Reviews: 3
4. Layout: All Pages → Sidebar Main

Floating Badge

Always-visible trust badge:

1. Go to **Content → Widgets → Add Widget**
2. Select **FeedbackCompany Reviews Floating Widget**
3. Settings:
 - Show Icon: Yes
 - Widget Position: Bottom Right (or Left)
 - Show on Mobile: Consider No for small screens
 - Show on Checkout: Yes (builds trust at conversion moment)

Invitation Strategy

Recommended Delay

Set the invitation delay based on your products:

Product Type	Recommended Delay
Digital products	1-3 days
Fast delivery (<3 days)	5-7 days

Product Type	Recommended Delay
Standard delivery (3-7 days)	7-14 days
Made-to-order / Long delivery	14-21 days

The customer needs time to:

1. Receive the product
2. Use/experience it
3. Form an opinion

Order Status Trigger

Best practice is to trigger on **Shipped** or **Complete** status:

- **Shipped:** Customer has tracking, product is on the way
- **Complete:** For digital products or when shipping isn't tracked

Avoid triggering on **Processing** - the customer hasn't received anything yet.

Customer Groups

Consider excluding:

- **Guest Customers:** Depends on your preference
- **Wholesale/B2B Groups:** May prefer separate communication

SEO Optimization

Structured Data

Enable Google Structured Data for the review page:

1. Go to **Frontend** configuration
2. Enable **Add Google structured data**

This adds JSON-LD markup that can show star ratings in search results.

Meta Information

Write unique, descriptive content:

Good Title: "Customer Reviews - [Your Store Name]"

Good Meta Description: "Read authentic customer reviews about [Your Store Name]. Our customers rate us [X]/10. See what others say about our products and service."

Performance Tips

Cron Frequency

Match sync frequency to your review volume:

Review Volume	Recommended Frequency
<50/month	Daily
50-200/month	Every 6 hours
200+/month	Every hour

Widget Optimization

- Don't place too many widgets on the same page
- Use the **Sidebar** widget for sidebar, **Slider** for content areas
- Set reasonable review counts (3-5 in widgets, 10-15 per page)

Common Configurations

Trust-Focused Store

Maximize social proof:

- Floating badge on all pages
- Homepage slider with autoplay
- Sidebar widget on product pages
- Review page with all filters enabled
- Structured data enabled

Minimal/Clean Design

Subtle integration:

- Textual widget in footer
- Review page (no filters, clean layout)

- No floating badges
- Structured data enabled for SEO

High-Volume Store

Optimized for performance:

- Hourly sync frequency
- Limited reviews in widgets (3 max)
- Pagination on review page (10 per page)
- Caching enabled

Need More Help?

Documentation:

- [All Help Articles](#) - Complete documentation overview

Support:

- [Contact Us](#) - Get help from our team

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

All articles for Feedback Company Reviews

Installation

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

Configuration

1	Getting Started
2	Configuration Guide
3	Widget Setup

Troubleshooting

1	Troubleshooting
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Grids

1	Account Management
2	Invitations Grid
3	Reviews Grid

Background

1	Best Practices (current)
2	CLI Commands

