magmodules

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

Grids

1	Account Management
2	Invitations Grid
3	Reviews Grid

Background

1	**Best Practices (current)**
2	CLI Commands