



## **Power Online Reviews Plugin**

### **A Users Guide**

# **Generating Great Reviews and Managing Poor Reviews**



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# Power Online Reviews Plugin

## A Users Guide

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### Introduction

Before reading this guide you should read the following PDF

<https://agencyclientfinder.com/app/wp-content/uploads/2022/09/review-gating.pdf>

This covers the ethics and legalities of review gathering and display.

For the purposes of this guide “feedback” is the internally generated feedback. “reviews” are 3<sup>rd</sup> party reviews like Google, Facebook etc.

### Overview

Power Online Reviews is a WordPress plugin that allows you to request feedback from customers and then prompt for reviews from third party platforms like Google My Business, Yelp, Facebook etc.

Bad reviews can be managed internally by you, or your clients company, so that they can be addressed with the customer.

Optionally reviews can be kept 100% internal. This may be useful for a business that is currently receiving a high number of negative external reviews.

In practice the feedback can be managed in-house and the business can make improvements based on the feedback in the reviews. This has the added advantage of limiting the amount of external negative reviews as it allows customers to “vent” internally.

Of course you will also respond and manage each negative feedback to try and bring the customer back on board.

Once you reduce the negative internal feedback to an appropriate level you can then start prompting for external reviews like Google or Facebook etc.



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Getting reviews is as simple as emailing your existing and new customer/clients customer list. You did collect their emails right?

If not you need to be collecting customer emails so you can re-market to your existing customers. That's just plain common business sense.

For future customers add a link to the POR feedback form on their thank you page and follow up with an email requesting a 3<sup>rd</sup> party review.

To encourage people to complete the feedback you can offer an ethical bribe. You must give the same to everyone who completes the review forms regardless of the review results of course. You cannot simply reward the good reviews. That would be unethical at least and possibly illegal as well.

Rewards could be a discount coupon for their next purchase. That is always good as you really don't give anything away until the buy more from you. Double whammy!

Another good idea is to offer a valuable prize and use a random draw to select the winner from your reviewers. Of course you need to balance the number of customers, the time the competition stays open and the value of the prize.

You also gain from the additional engagement with your customers. Engaged customers just remember you better and are more likely to buy more stuff from you.

Every major company who sells anything uses this kind of review and engagement process.



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They do it because it works.

You don't need to be a major company to make this work for you. If you have a web site then you can use this process to better understand your customers needs, improve their experience with your business, gain more customer trust, sell more products to your customers resulting in more profit for you!

### Fast Start

Use this section to get started fast!

The best way to familiarize yourself with how the plugin works and is set-up is to do the following.

In the WP Dashboard go to **Online Reviews > Manage Forms** and click the **Load Default Settings** button . Click **Save All Settings**. You will now have a basic working plugin.

Click the **Test Feedback Request Form** button to see initial feedback form. Click the **Test Display Reviews Page** button to see reviews page. You will see a dummy/demo review block displayed on the page.  
Go to **Online Reviews > Manage Feedbacks** in the WP dashboard and you will see the feedback entries.

There are 4 different ways to use the plugin. Basically

1. Gather internal reviews. Don't display reviews
2. Gather internal reviews. Display reviews
3. Gather External (3<sup>rd</sup> party reviews)
4. Aggressively Gather External (3<sup>rd</sup> party reviews)



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### From Manage Forms:

Click **Select Review Process** button and view the process flows using the hyperlinks shown.

Select a review process from the drop down list and **Save All Settings**.

**TIP:** Hover over any process in the drop down for a full description.

Click the **Test Feedback Request Form** button to load the form and complete it. Try setting 1 star and 5 star rating to see the different process and results. See the new reviews show on display page and/or in Manage Feedbacks.

Edit any text and make any changes to suit your requirements.

Go back to Manage Forms and click the Test Feedback Request Form again. Try adding a 5 star review and see how it works.

Go to Manage Feedback page and see your new entry.

Go back to Manage Forms and click the Test Display Reviews Page. You will see your new review displayed.

If you have purchased the Agency Central Control Panel (Review Manager) with your plugin then the reviews information is also accessible from there. Find that under the Products menu in Agency Client Finder.

<https://agencyclientfinder.com/app/manage-reviews/>

You will need to connect each plugin to your Agency Control Panel (review manager).

Go to **Manage Forms** and click the **Generate Auth Key** button.

Generate and copy an auth key.

Go to the Agency Central Control Panel and add the domain your plugin is on and the auth key. Hit the **Click To Add Target Site** button.

Your new site will show under the **Target Review Site** drop down button.

A more detailed guide to setting up and operating your plugin can be found below.



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### Basics

When you install Power Online Reviews it will generate a set of pages that you can use to manage your reviews.

1. A review display page
2. A main feedback request page
3. A follow up good feedback page
4. A follow up bad feedback page
5. A follow up internal feedback page.

Note that (1) review display page is called Our Reviews (slug `our-reviews-por` i.e. <https://yoursite.com/our-reviews-por>) and is used to display external or 3<sup>rd</sup> party reviews and por internal reviews.

You can display the reviews on your own website as a page using shortcodes.

Use shortcode `[wp_por_display]` to display POR internal reviews. This is included on the Display Page by default but can be removed if required.

To display third party reviews you will need a third party review plugin. See the Display Feedback Reviews section later.

The main feedback page (2) is the URL you will send initially to customers to request feedback. It will be in the format <https://yourwebsite.com/power-online-reviews.com>

You will see the page listed in the WP admin panel (All Pages) of your site as **Feedback Request**

You can also create your own main review request page using a WP



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shortcode. This means you can add a review request form to any page or widget.

Use shortcode `[por_form]`

You do not need to create or worry about any of the other forms listed as they are automatically managed by the main feedback request form.

Additionally two admin pages are added to the WP menu under **Power Online Reviews**.

Manage Forms

Manage Feedback

One page is used to customize the forms mentioned above. You can change the images, background and text colours and the textual messages and (most importantly) the process flow, within the forms.

For the third party good review pages you can add any review site URL and logo. You can display a max of three 3<sup>rd</sup> party review logos/links.

Note that for all your review forms to display you need to complete the set-up and save your settings.

After installation of the plugin go to Manage Forms and load the default settings into the settings forms. You should of course edit these as you see fit but remember to save your settings. But it should be enough for you to test and familiarize yourself with the plugin.

The second page holds all your feedback and reviewer information. It is set out in a table format that allows you to review and respond to any feedback.

If you have purchased the Agency Central Control Panel (Review Manager) with your plugin then the reviews information is also accessible from there.



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Note: you will need to connect each plugin to your Agency Control Panel. You can see how to do that in the Agency Control Panel tutorials  
<https://agencyclientfinder.com/app/review-manager-tutorials/>

Also note that the process flow can be set up in few couple of different ways.  
Primarily

1. Internal review management only
2. Good feedback automatically prompted to 3rd party reviews.
3. All feedback internally managed and promoted to 3<sup>rd</sup> party reviews by email (more compliant).

## Shortcodes

Use these WP shortcodes to create form pages or display reviews.

Main Review (ratings) Form Post/Page - [por\_form]

Main Review (ratings) Form Sidebar - [por\_form]

Display Reviews Post/Page - [wp\_por\_display]

Example of page using Guttenberg editor.



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### What Our Customers Say

[/]  
\_shortcode

[wp\_por\_display]

+

### Settings Page

Under the WP admin menu **Online Reviews > Manage Forms**, you will find a number of settings to configure your review plugin. These will need to be set for your review process to work correctly. Although a default or demo set of settings will initially be loaded for you. This is enough to test the plugin and process but will need to be editing for your specific client and requirements.

### General

The first part of the settings page you will find the general settings as shown below.



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Manage Forms [Click here to view/test feedback request form](#)

---

### Generate New Auth Key

1. Click Generate for new auth key.
2. Click Save All Settings
2. Click Copy for auth key to clipboard.
3. Send auth key to Review Manager

QHM4KjlaVUt3dUghKg= [Generate](#) [Copy](#)

---

### Choose Main Form type

Choose to select best Main Review Form display (recommend V2 Default Form)

V2 Default Form



[Save Form Type](#)

---

### Site/Business Details

(used in review schema for Google rich snippets)

Business Type [click here](#) for full list

Deli

---

Business Name (i.e. Browns Widgets Ltd)

Demitri's Greek Deli Ltd

---

**NOTE:** You can link to the main feedback request form using the link at the top of the form – **click here to view/test feedback request form**

Auth key generation is for the **Agency Control Panel** and full information can be found in the video tutorial.

As previously mentioned a set of default settings will be loaded initially. You will need to save those settings and any edits you do later.

**TIP:** If you want to go back to defaults then simply clear the **business type** and **business name** fields and click **Save All Settings**. This will reload the



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defaults. Note again that you will need to **Save** those defaults.

Going through the form you will need to:

1. Select a form style. **V2 Default Form** is usually best.
2. Add the business type and name.

<b>Email Notification</b>	
(Sent automatically after a review is added)	
To Email Address	your-email@email.com
Notify Bad Reviews?	<input checked="" type="radio"/> Yes <input type="radio"/> No
Notify Good Reviews?	<input checked="" type="radio"/> Yes <input type="radio"/> No
 <b>Response Emails</b> (Generated when clicking on email address in 'Manage Feedback')	
Email Subject	Thank You For Your Review
Email Additional Text (use %0A for new line) <i>Edit as required. Leave the review link so all customer responses get a review request.</i>	DELETE OR EDIT AS REQUIRED-----  %0a%0a  Thanks for your great feedback . %0a%0a

3. Set your admin email address. i.e. where you want to be notified of any reviews as they are generated. And choose to receive **good, bad** or both review types.
4. You can also set a default email template for responding to reviewers. **NOTE:** The default content has optional paragraphs for both good and bad review responses. This is so that you can edit it when responding to each review.

## Display Feedback Reviews

1. You can display up to the 40 latest feedbacks on a web page. You can set up to 10 background images which will rotate behind the feedbacks.



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2. You can set the background color of both the main background and the individual feedback boxes. The images are opaque so setting the background color will make the images lighter or darker.
3. You can select the text color for the name and feedback message and you can also set the review style as flat or shadow.

See example below:

Display Reviews

(Images will be adjusted to 200px\*200px)

Max Reviews To Display

Display Review Image 1

Display Review Image 2

Display Review Image 3

Display Review Image 4

Display Review Image 5

Display Review Image 6

Display Review Image 7

Display Review Image 8

Display Review Image 9

Display Review Image 10

Single Review BG Color

Multiple Review BG Color

Image BG/Border Color

Name Text Color

Message Text Color

Image Style  Flat  Shadow

### Note:

1. All feedback 1-5 rating setting will be displayed.
2. Only good feedback kept locally( not sent to third party review sites) will display feedback text. See setting titles “Create Good Reviews Locally? (only select if you DO NOT want to promote 3rd party review sites!)
3. **Page display** displays all latest feedbacks to max. selected.



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NOTE: For full compliance with FTC/Google guidelines you can no longer only show positive reviews on a web page. You must show ALL reviews.

An example of the feedback page can be seen below.

Close Reviews

**A**  **august springer**  
★★★★★  
I love to bring my girlfriend here. The food is great. The service is great and the location is actually pretty romantic. Lovely views over the river..... [CLICK HERE TO GET S](#)

**I**  **iam mccredy**  
★★★★★  
Found this place by chance on a weekend break. Made the whole weekend worthwhile. Amazing food and service. Can't big this up enough.....

**P**  **pete brindle**  
★★★★★  
.....  
EASY PRO FUNNELS  
AUTOMATED SALES FUNNELS  
LEAD MAGNETS  
T GARRETT [CLICK HERE TO GET S](#)

**B**  **brian greedy**  
★★★★★  
Guy on the counter was very helpful and friendly but I had a very long wait for my food and my toasted panini was stone cold when I eventually got it.....

**K**  **kenny french**  
★★★★★  
One of my favorite eating places. Huge selection of pastries, sandwiches and rolls. The food is always super fresh and well presented. You wont be di.....

**J**  **jennifer fisher**  
★★★★★  
.....

**J**  **jerry mcintosh**  
★★★★★  
Excellent food and a very varied menu. The queue was quite long when we arrived. I know it was lunchtime but I don't get long for lunch.....  
AUTOMATED PRO-BOOKS & PLACEMENT  
SALES FUNNELS & LEAD MAGNETS

**S**  **sue green**  
★★★★★  
.....

**S**  **sue green**  
★★★★★  
Came here on my way home but the place was shut. I'd checked the website yesterday and it said open to 4:30pm. Not sure what happened but either way n.....

**G**  **gary carmen**  
★★★★★  
Nice spot down by the river but only short walk from the town center. Food is always piping hot and delicious. Definitely recommended.....

**J**  **jane roundhouse**  
★★★★★  
This place never ceases to amaze me. I eat here every lunchtime and I'm not planning on stopping anytime soon. ....  
T GARRETT [CLICK HERE TO GET S](#)

**G**  **gerry mcintosh**  
★★★★★  
Great pies and even better service. Only thing I don't like is that it shuts around 4pm which is just as I am leaving work and can't get a sandwich fo.....



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The preferred method to display 3<sup>rd</sup> Party reviews is using another free plugin. See video <https://agencyleadfinder.s3.amazonaws.com/review-manager/plugin-reviews.mp4>

<https://wordpress.org/plugins/wp-reviews-plugin-for-google/>

View the above page to see an active list of the available review sites that can be displayed using the free plugins(as seen below).

### ADDITIONAL FREE REVIEW PLUGINS

Why not display your other ratings, too? Check out our other free review plugins:

- [Airbnb](#)
- [Aliexpress](#)
- [Alibaba](#)
- [Amazon](#)
- [Booking.com](#)
- [Capterra](#)
- [Ebay](#)
- [Expedia](#)
- [Facebook](#)
- [Foursquare](#)
- [Google](#)
- [Hotels.com](#)
- [Opentable](#)
- [SourceForge](#)
- [Thumbtack](#)
- [Tripadvisor](#)
- [Yelp](#)
- [Zillow](#)
- [WooCommerce](#)
- [WordPress](#)

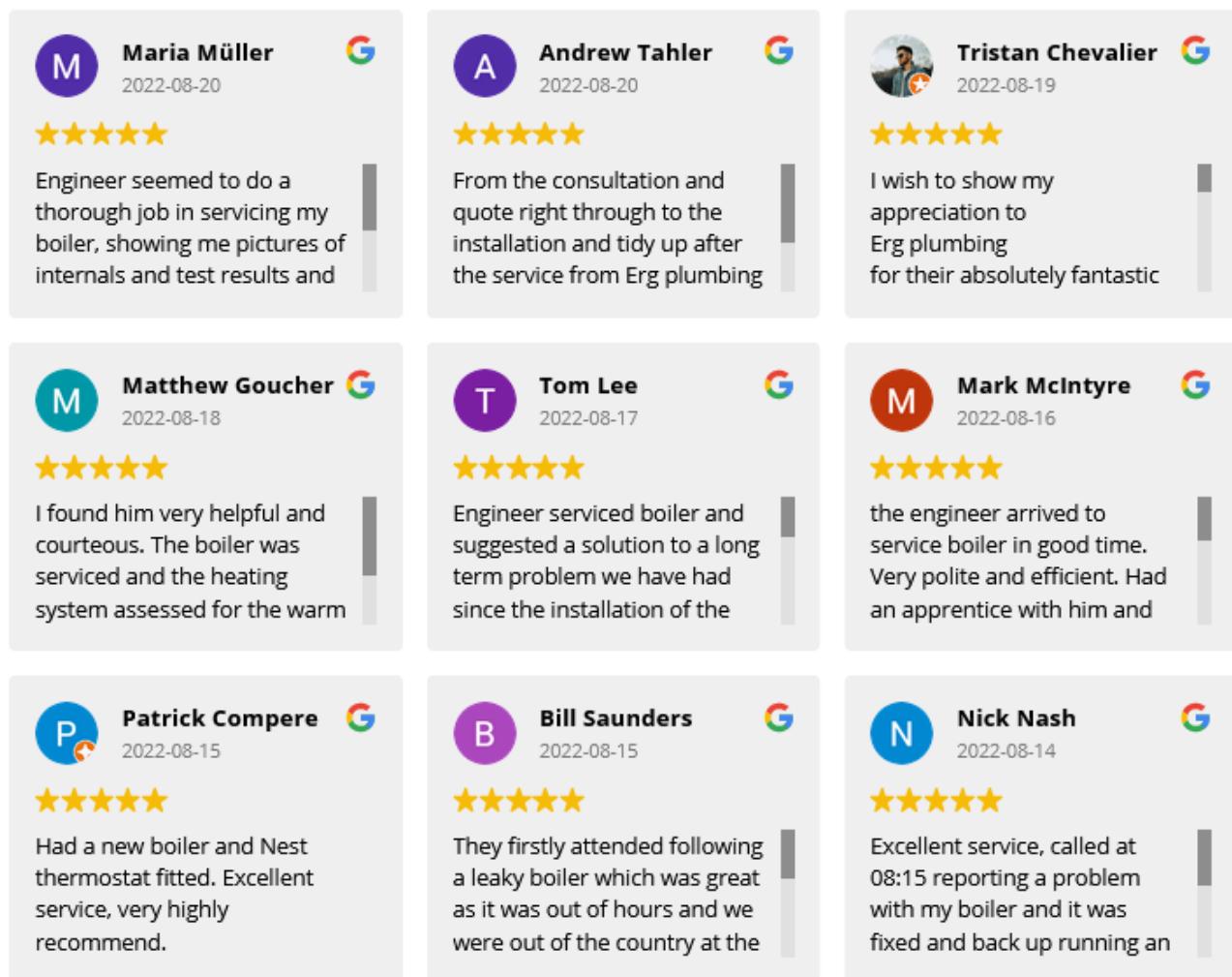


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Use a shortcode like [trustindex no-registration=google] to display the reviews.

See example below.



Google rating score: 3.3 of 5, based on 90 reviews.

You may not have full access to the Agency Control Panel if it was not purchased with the plugin but you can still show the reviews on your website.



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### First Review Form

The first or primary feedback form is the page that your customer is sent to, to request feedback. It initially asks them to give you a star rating out of five. It will look something like this:

Power Online Reviews

The screenshot shows a review form for 'At Demitri's Greek Deli'. On the left, there is a photograph of a chef in a kitchen preparing food. Below the photo is the text 'At Demitri's Greek Deli' and a short message: 'At Demitri's we always want to go that extra mile to make your shopping experience the best it can be. Please click a star rating.' On the right, there is a form with fields for 'Name\*', 'Email\*', and 'Phone'. Below these fields is a section titled 'Please Rate Us!' with a 5-star rating scale. A large blue 'SUBMIT' button is at the bottom.

Name\*

Email\*

Phone

Please Rate Us!

At Demitri's Greek Deli

At Demitri's we always want to go that extra mile to make your shopping experience the best it can be. Please click a star rating.

SUBMIT

AS per the screenshot below:

1. Set the main image
2. Set the default heading text
3. Set the default main text. This can also include a call to action and/or a promise of a “free gift” for completing the review.
4. Set the background color of the form and the button and button text color. This will help you match the form to your site theme or style.



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### First Review Form

Main Image	<input type="text" value="http://tony-marriott.com/wp-content/uploads/2015/09/deli.jpg"/>
Default Text Title	<input type="text" value="At Demitri's Greek Deli"/>
Default Text	<input type="text" value="At Demitri's we always want to go that extra mile to make your shopping experience the best it can be. &lt;br&gt; Please click a star rating."/>
Background Color	<input type="button" value="Select Color"/>
Submit Button Background Color	<input type="button" value="Select Color"/>
Submit Button Text Color	<input type="button" value="Select Color"/>

### Follow Up Review Form

#### Review Site1

Name	<input type="text" value="Google Reviews"/>
Logo	<input type="text" value="https://tony-marriott.com/wp-content/uploads/2022/06/google-my-business1-1"/>
URL Link	<input type="text" value="https://www.google.com/search?client=firefox-b-d&amp;q=Loafers+Deli+Drake+Circ"/>
Display?	<input type="radio"/> Yes <input checked="" type="radio"/> No Selecting "No" removes the immediate good review 3rd party request link. Reviews must then be submitted directly to the review site.
Good Review Text	<p>Thanks for the great feedback. We really appreciate it.</p> <p>Please keep an eye out in your inbox so we can thank you properly.</p>
Create Good Reviews Locally? (only select if you DO NOT want to promote 3rd party review sites!)	<input type="radio"/> Yes <input checked="" type="radio"/> No

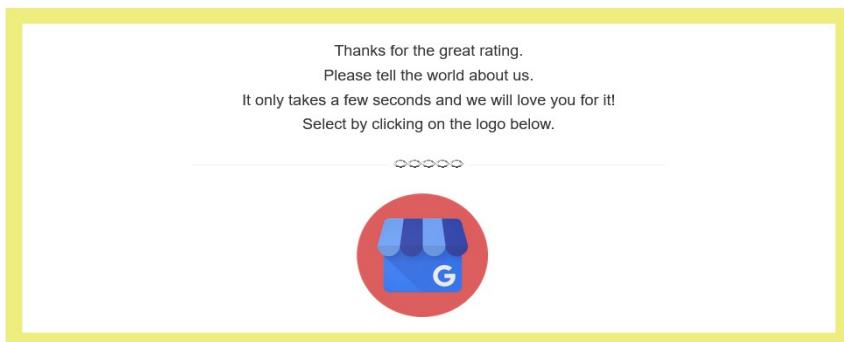


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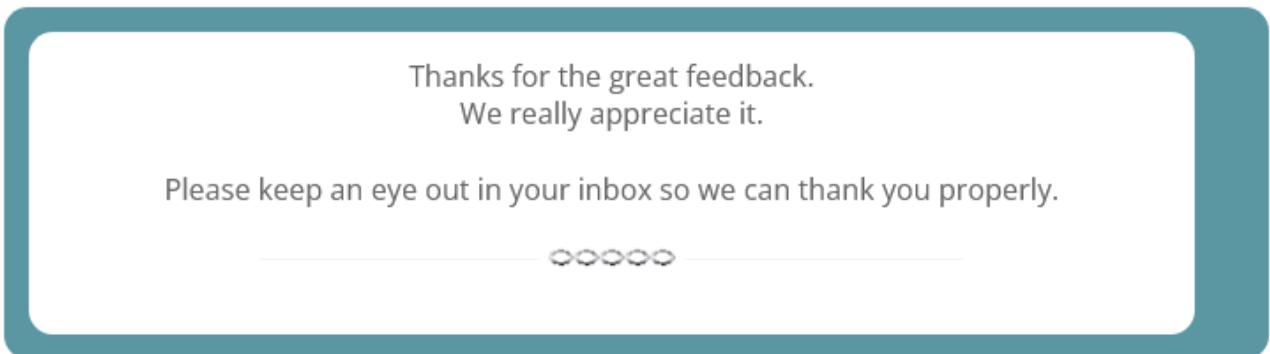
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Once a customer has rated your product or service, and it is a good review, then they will be prompted to either:

1. Add a review to a third party review site like Facebook or Google My Business.



2. Or Be asked to check their inbox.



Whether it asks for an external review or not is decided by the radio button show below.

Display?

Yes  No

Selecting "No" removes the immediate good review 3rd party request link. Review your review process more compliant to the gated reviews guidelines.

Setting to **Yes**, will prompt for a 3<sup>rd</sup> party review immediately.

Setting to **No**, will give the check your inbox message.



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You should add in a third party review site even if you do not wish to display it, as the settings in **Review Site 1** are also used for the email links.

1. Add the name of your third party review site. This is for your reference only.
2. Add a **Logo** image. This will display in the review follow up form as shown above.
3. Add your business review **Link Url** for that particular review site. To get that simply go to your business listing in that review site and click to “review this business”. Copy that URL from your browser address bar and paste in the **Link Url** field in the POR settings.
4. For the logo to show on the form you must select the **YES** option.

**IMPORTANT:** Selecting Yes will send all good feedback directly to a 3<sup>rd</sup> party review and send the poor feedbacks internally. This may not be in 100% accordance of the latest FTC/Google guidelines on collecting reviews.

If you do use this option you **MUST** also request the same 3<sup>rd</sup> party review for the poor feedbacks. This can be done via the email response.

**It is recommended that you select NO** as this will send review requests by email for both good and poor customer feedback. This gives all customers the same opportunity, and prompting, to complete a 3<sup>rd</sup> party review.



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You can see the two different process flows at the end of this document.

Create Good Reviews  
Locally? (only select if  
you DO NOT want to  
promote 3rd party review  
sites!)

Yes  No

Bad Review Text

We are very sorry we do not seem to have delivered  
the level of service that you would have liked.

Please help us to help you by telling us a bit more about  
how we could have improved your experience in the box below.

Be assured we will review this and respond back to you.

Good Rating

4

Background Color

Submit Button  
Background Color

Submit Button Text Color

Corner Style (Changes all  
review forms)

Round  Square

## Follow Up Review Form Text

You can add/edit the text for both a **Good** and **Bad** follow up review forms.  
The Good review form example is shown above.

Example bad follow up review form can be seen below..



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We are very sorry we do not seem to have delivered the level of service that you would have liked.

Please help us to help you by telling us a bit more about how we could have improved your experience in the box below.

Be assured we will review this and respond back to you.

---

SUBMIT

1. You also have the option to manage **good reviews** locally. i.e. not send to third party sites. In this case both good and bad feedbacks will display a form similar to the above requesting a written feedback.

---

Create Good Reviews Locally? (only select if you DO NOT want to promote 3rd party review sites!)

Yes  No

2. You can set the “good review” start rating (1-5). i.e. set the good review to start at 4 and all reviews 1-3 will be treated as poor reviews.
3. Set the background color, button color and button text color.
4. Set the form and button styling to either square or round. This will affect all forms.

**Ensure you Save All settings.**



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Good Rating

Background Color  (Blue)

Submit Button  
Background Color  (Blue)

Submit Button Text Color  (White)

Corner Style (Changes all  
review forms)  Round  Square

---



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### Managing Reviews

To manage reviews you can access the WP admin menu option **Power Online Reviews > Manage Feedback**. You will see something like this:

ID	Name	Email	Phone	Rating	Message	Action
190	Fred Blogs	fred@fb.com		4		<a href="#">Delete / View</a>
191	Brian Blogs	fred@fb.com		2	Slow service and unsmiling staff	<a href="#">Delete / View</a>
192	Julie Walters	Julie@emails.com		4		<a href="#">Delete / View</a>
193	Brian Ecclestone	Brian@hotfole.com		5		<a href="#">Delete / View</a>
194	Brian Ecclestone	Brian@hotfole.com		5		<a href="#">Delete / View</a>
195	Brian Ecclestone	Brian@hotfole.com		5		<a href="#">Delete / View</a>
196	Gerry Harry	Gerry@hotfole.com		4		<a href="#">Delete / View</a>
197	Harry Rednap	Harry@hotfole.com		2	The delivery box was broken open. It looked like it had been dropped. The vase itself had a large crack down the side. I need a replacement fast or a refund.	<a href="#">Delete / View</a>

You will see a **name**, **email**, **star rating**, any written **comments** and a **delete/view** option.

Note that good third party review texts are not shown in the dashboard unless you have selected “Good Reviews Internal Only” .

In practice we want the customer to write a review on Google or some other external platform. If we make customers write a textual review internally it is just extra work for them and less likely they will want to repeat the process with a 3<sup>rd</sup> party review site.

1. Clicking the email link will open a default template email response to the customer as shown below.

Note in this example there are options for both good and bad feedback responses. Just edit to suit.



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To: [fred@fb.com](mailto:fred@fb.com);

 [Cc & Bcc](#)

---

Thank You For Your Review

Thank you for your feedback

==Slow service and unsmiling staff==

DELETE OR EDIT AS REQUIRED-----

Thanks for your great feedback.

While it's still fresh in your mind could you do us huge favour?

BAD REVIEW RESPONSE---- We appreciate your feedback and fully respect the views of our customers.

Your feedback will be fully reviewed and we will contact you again with any updates or information we have after that review.

Could you please tell the world about us?

Use the link below give us a [Google] review

[https://www.google.com/search?  
q=Loafers+Deli+Drake+Circus,+Portland+Square,+Plymouth+PL4+8AA#lrd=0x486c934b2c1e5e57:0x86a40e0a7dd1b59a,3,,,](https://www.google.com/search?q=Loafers+Deli+Drake+Circus,+Portland+Square,+Plymouth+PL4+8AA#lrd=0x486c934b2c1e5e57:0x86a40e0a7dd1b59a,3,,)

best regards

Customer Support  
Sent from [Mail](#) for Windows



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You can and should edit that email before sending as required. Each email response should be personal to the customer you are responding to.

For good feedback, thank them and engage with them.

For poor feedback, empathise, offer a solution or mitigation, or at the very least a plan to a solution.

In every case ask for a Google (or other platform) review.

2. Clicking the **Delete** link will delete the feedback and clicking the **View** link will show that feedback as a single item similar to that show below:

ID	197
Name	Harry Rednap
Email	<a href="mailto:Harry@hotfole.com">Harry@hotfole.com</a>
Phone	
Rating	2
Message	The delivery box was broken open. It looked like it had been dropped. The vase itself had a large crack down the side. I need a replacement fast or a refund.
Date Added	2022-06-10 16:44:28
<a href="#">Delete</a>	<a href="#">Manage Feedbacks</a>

The same functions as described above are available in this view.



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### Notification Emails

If selected in the settings, feedback responses will be sent to the admin email (you). The notification email will include the feedback details.

Note that the email is sent as soon as the first feedback request form is completed so the feedback may not contain the feedback text immediately.

← Good Review Posted on <https://topdogtrainingcenter.com>



WordPress

To: You

Someone has posted a review on your site

giving a star rating equal to or higher than you have set as good.

You may wish to deal with this review.

Id=15

Name=ewger

Email=jroundhouse@gmail.com

Phone=

Rating=4

To access site click here <https://topdogtrainingcenter.com/wp-admin/admin.php>



# Power Online Reviews Plugin

## A Users Guide

### **POR Review Manager Role**

A new WordPress role is automatically created by the Power Online Reviews plugin. This role gives access ONLY to the Manage Feedback page.

You can create users with only this role and they can manage your reviews without having any access to any other admin or back-end functions.

Ideal for outsourced feedback/review management or for staff that can manage feedback/reviews but not make changes to your website or anything else.

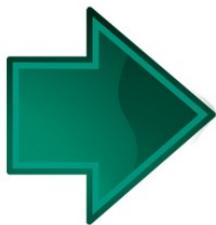


# Power Online Reviews Plugin

## A Users Guide

### Process Flow 1 – Recommended

1. Send Customer A Feedback Request
2. Customer Gives You A Star Rating



3. Customer Gives A Good Star Rating And Prompted To Expect An Email



3. Customer Gives A Bad Star Rating And Prompted To Give More Detail



Thanks for the great feedback.  
Please keep an eye out for an email from us so we can thank you properly.

We are very sorry we do not seem to have delivered the level of service that you would have liked.  
Please help us to help you by telling us a bit more about how we could have improved your experience in the box below.

It took over 20 minutes just to get my toasted panini. When it did arrive it was almost cold. A very disappointing experience. To be fair the panini looked amazing and had it been hot I'm sure it would have tasted great but that wasn't the case. There was only two working so I guess there is staff shortage.

4. Send Happy Customers Internally And Respond With Email



4. Send Unhappy Customers Internally To Manage Via Email





# Power Online Reviews Plugin

## A Users Guide

To: Harry@hotfole.com; Cc & Bcc

**Thank You For Your Review**

Thank you for your great feedback and taking the time to let us know.

==

It is always good to get feedback from our customers and we are very happy to have made your experience a good one. The staff member on that day remembers you well and said you were a pleasure to serve.

Could you do us a huge favour and give us an honest review.

Please use the link below give us a Google review

To: Harry@hotfole.com; Cc & Bcc

**Thank You For Your Review**

Thank you for your feedback

==The delivery box was broken open. It looked like it had been dropped. The vase itself had a large crack down the side. I need a replacement fast or a refund.==

Very sorry for the damaged delivery. I can understand your frustration. I have contacted the courier to see exactly why that has happened and I have arranged for a new one to be delivered tomorrow.

No matter their experience we encourage all our customers to give us an honest review.

Please use the link below give us a Google review



Dimitri's - Tapas Meze Bar & Restaurant

 Harry Hotfole  
Posting publicly①

★★★★★

Amazing food and amazing experience. Dimitri is the best host I have ever met. Nothing was too much trouble. We will be coming back!

 Harry Hotfole  
Posting publicly①

★★★★☆

My initial parcel was damaged on delivery as was the contents. However customer support was very fast in responding and winged a new one out to straight away. Can't give 5 stars as there was a problem but the after service was amazing.

**RESULT:**

**More Positive Reviews**

**RESULT:**

**More Happy Customers**

This process flow ensures all customers and reviews are treated equally. Thus ensuring a high compliance with both FTC and Google guidelines.

To enable this process flow set the following



# Power Online Reviews Plugin

## A Users Guide

### Follow Up Review Form

Review Site1

Name	<input type="text" value="Google Reviews"/>
Logo	<input type="text" value="https://tony-marriott.com/wp-content/uploads/2022/06/google-my-business1-150x150.png"/>
URL Link	<input type="text" value="https://www.google.com/search?client=firefox-b-d&amp;q=Loafers+Deli+Drake+Circus%2C+Portland+Square%2C+Plymouth+PL4+8A"/>
Display?	<input type="radio"/> Yes <input checked="" type="radio"/> No <small>Selecting "No" removes the immediate good review 3rd party request link. Reviews must then be requested in the good reviews response emails. <a href="#">gated reviews guidelines</a>.</small>

Create Good Reviews Locally? (only select if you DO NOT want to promote 3rd party review sites!)

Yes  No

**NOTE: For fixing business currently receiving bad reviews switch the Create Good Reviews Locally to YES. But do not request any third party reviews via email.**

You can then manage all feedback in house until you have fixed the business issues and are receiving better reviews.



# Power Online Reviews Plugin

## A Users Guide

### Process Flow 2

This process is available but not recommended as it has a lower compliance with FTC/Google reviews policies.





# Power Online Reviews Plugin

## A Users Guide

To set up this process flow make the following settings.

### Follow Up Review Form

Review Site1

Name	<input type="text" value="Google Reviews"/>
Logo	<input type="text" value="https://tony-marriott.com/wp-content/uploads/2022/06/google-my-business1-150x150.png"/>
URL Link	<input type="text" value="https://www.google.com/search?client=firefox-b-d&amp;q=Loafers+Deli+Drake+Circus%2C+Portland+Square%2C+Plymouth+PL4"/>
Display?	<input checked="" type="radio"/> Yes <input type="radio"/> No <small>Selecting "No" removes the immediate good review 3rd party request link. Reviews must then be requested in the good reviews response email using the standard review guidelines.</small>

Create Good Reviews  Yes  No  
Locally? (only select if  
you DO NOT want to  
promote 3rd party review  
sites!)

For higher compliance you should still request 3<sup>rd</sup> party reviews  
from the negative feedback responders.