Power Online Reviews Plugin
A Users Guide

Generating Great Reviews and Managing Poor Reviews

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Power Online Reviews Plugin
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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 3rd 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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Introduction

Getting reviews is a 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 3rd 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.

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 (3rd party reviews)
4. Aggressively Gather External (3rd 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 3rd 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

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 3rd 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 3rd 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]

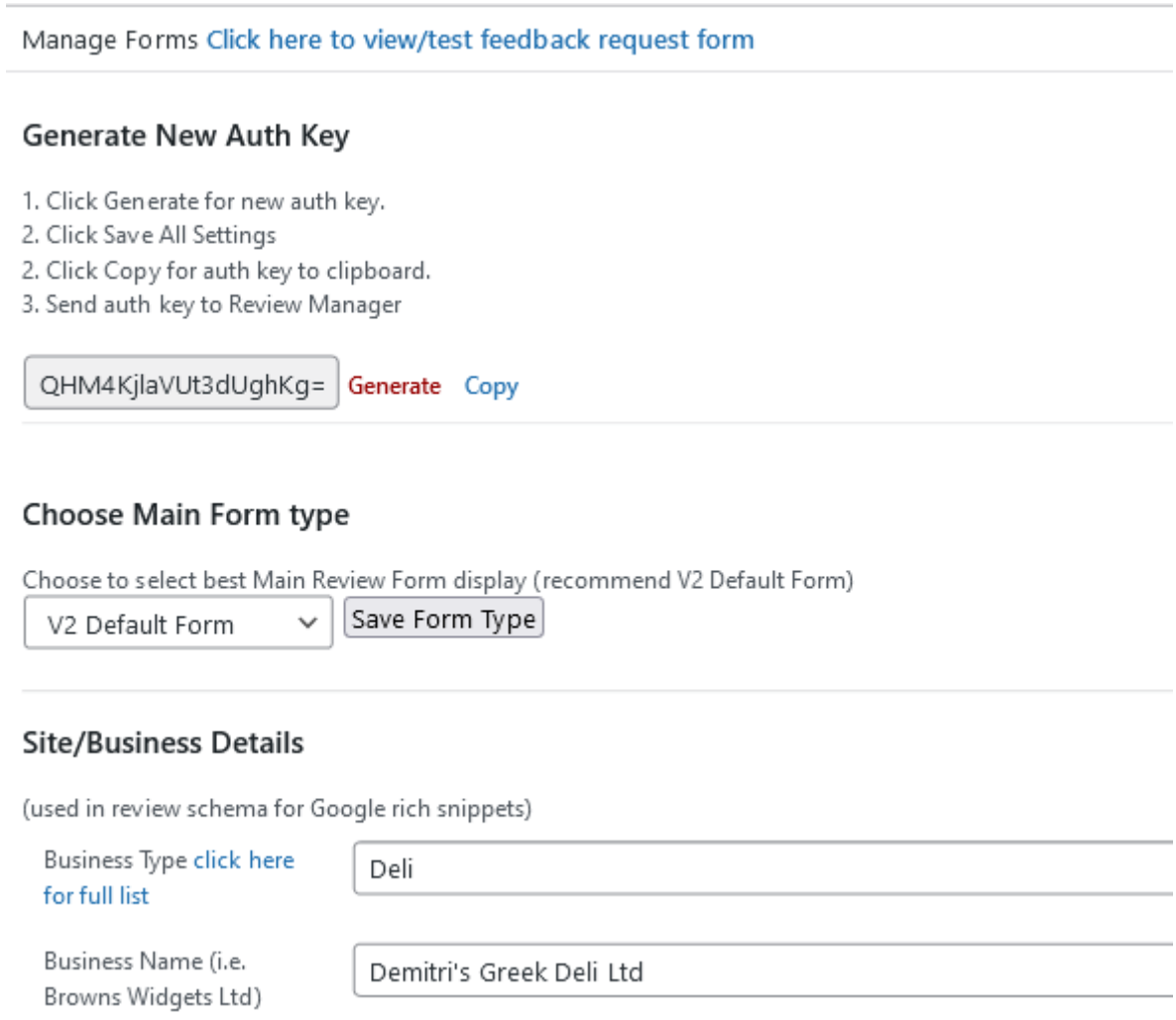
Example of page using Guttenberg editor.

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 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.



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.

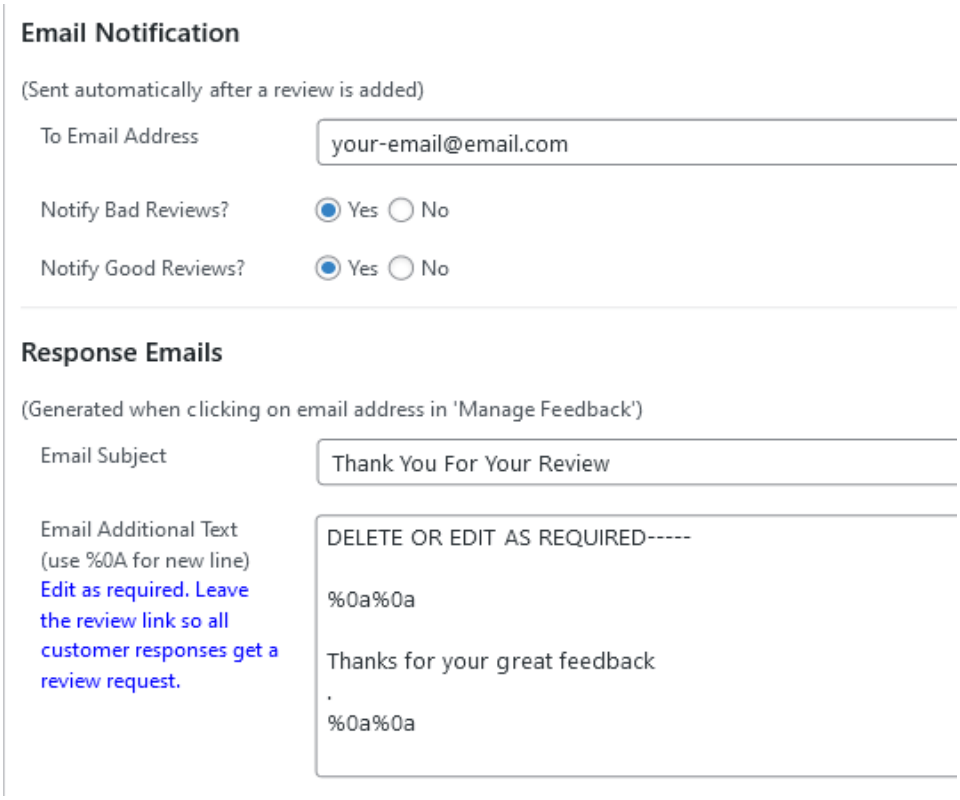
As previously mentioned a set of default settings will be loaded initially. You will need to save those settings and any edits you do later.

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

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.



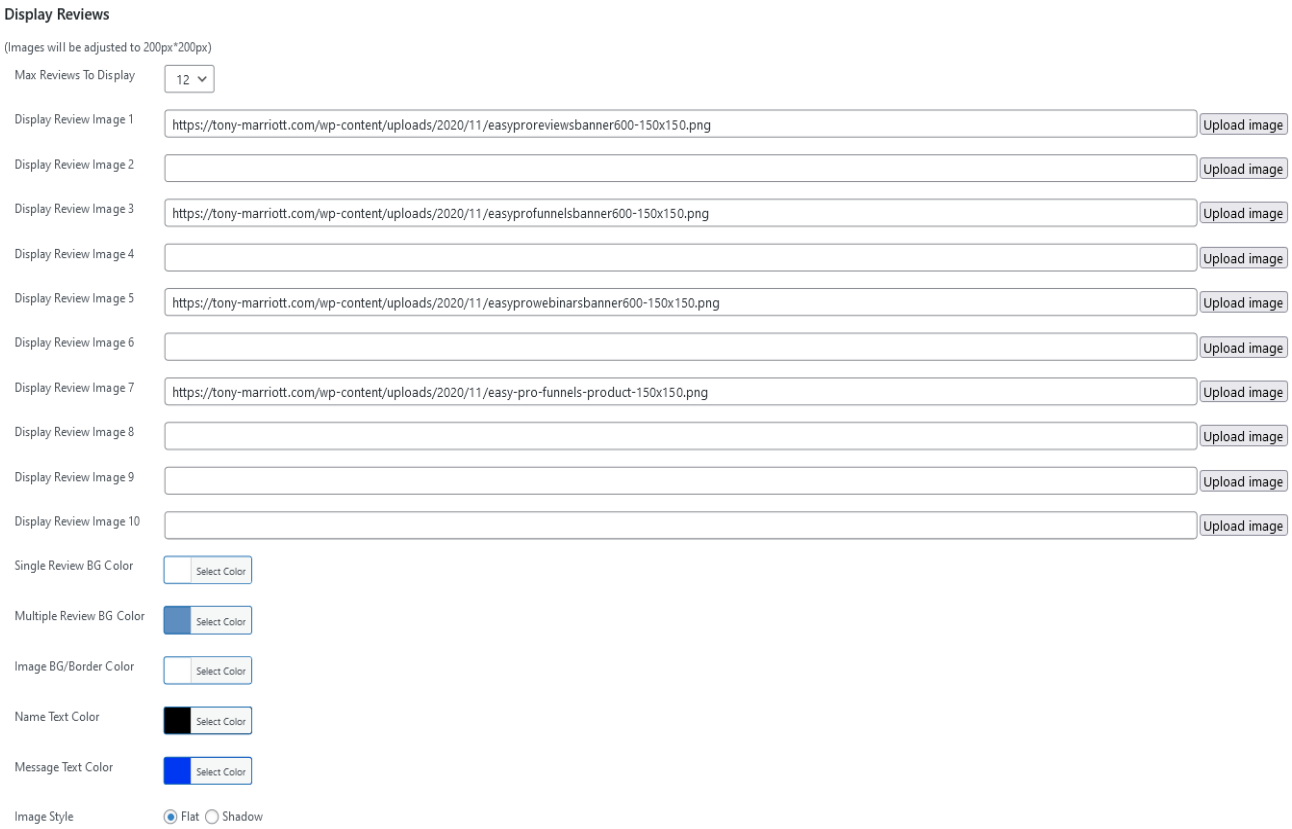
3. Set your admin email address. i.e. where you want to be notified of any reviews as they are generated. And choose to receive **good, bad** or both review types.
4. You can also set a default email template for responding to reviewers. NOTE: The default content has optional paragraphs for both good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

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:



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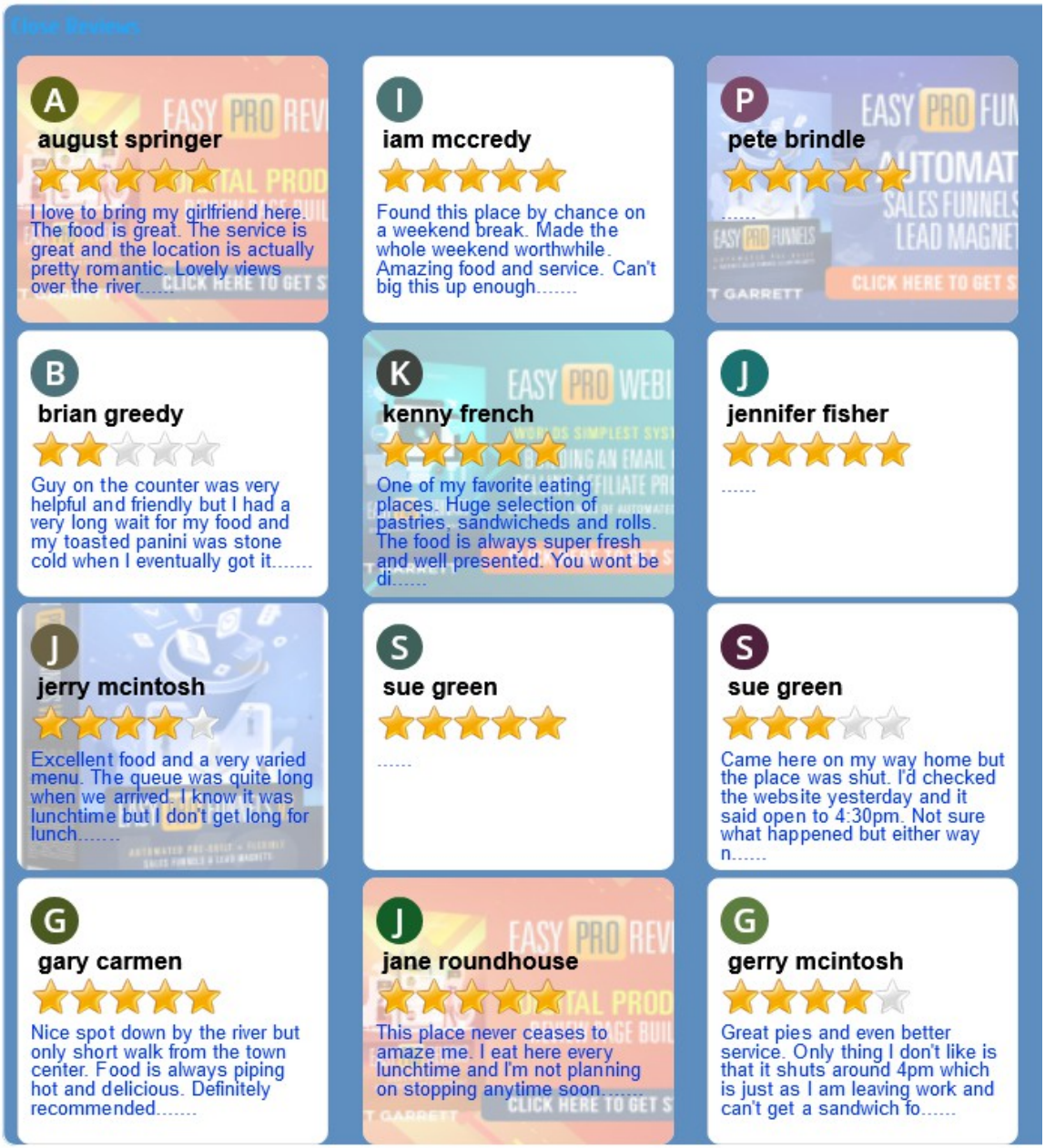
NOTE: For full compliance with FTC/Google guidelines you can no longer only show positive reviews on a web page. You must show ALL reviews.

An example of the feedback page can be seen below.



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The preferred method to display 3rd 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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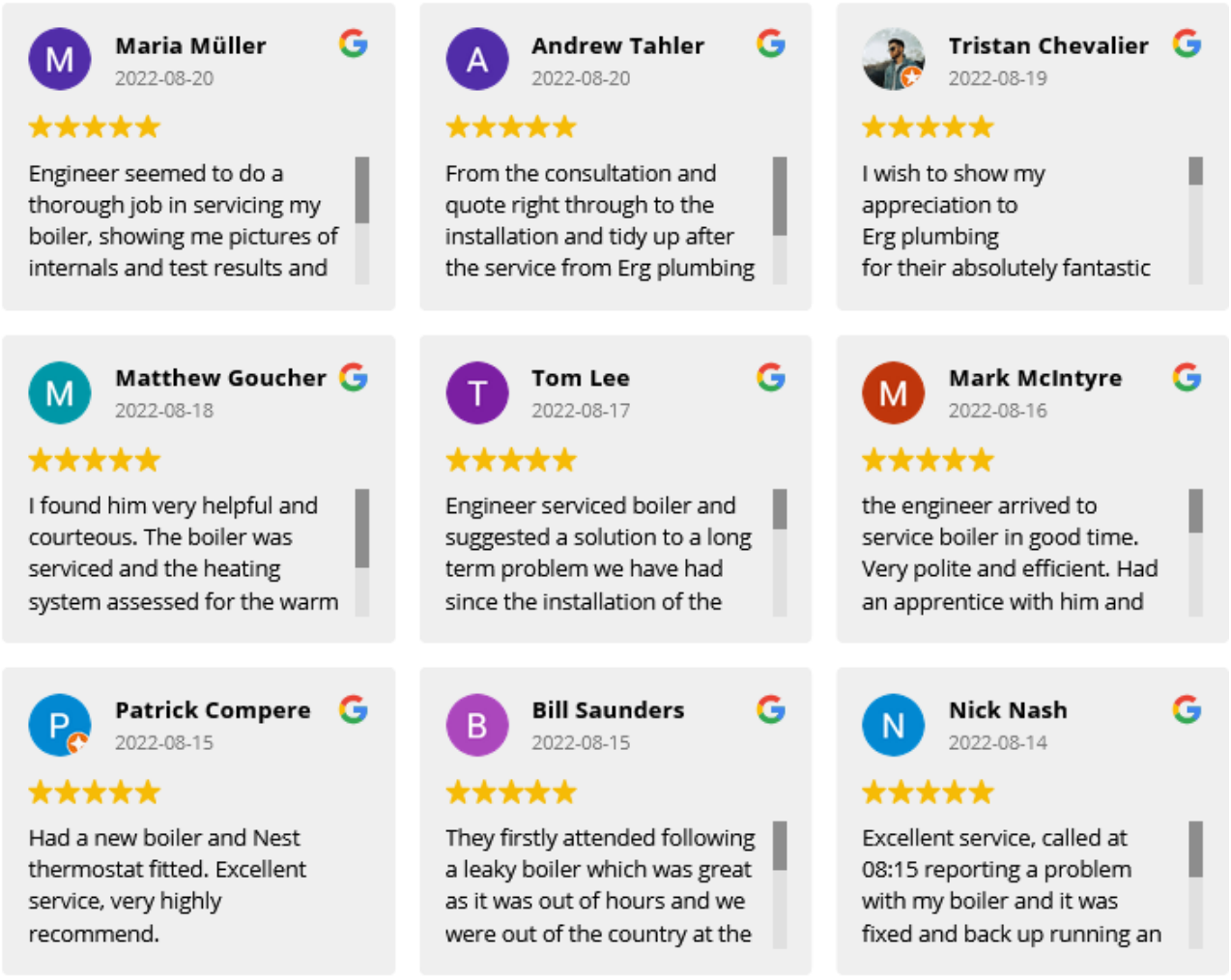
Use a shortcode like [trustindex no-registration=google] to display the reviews.

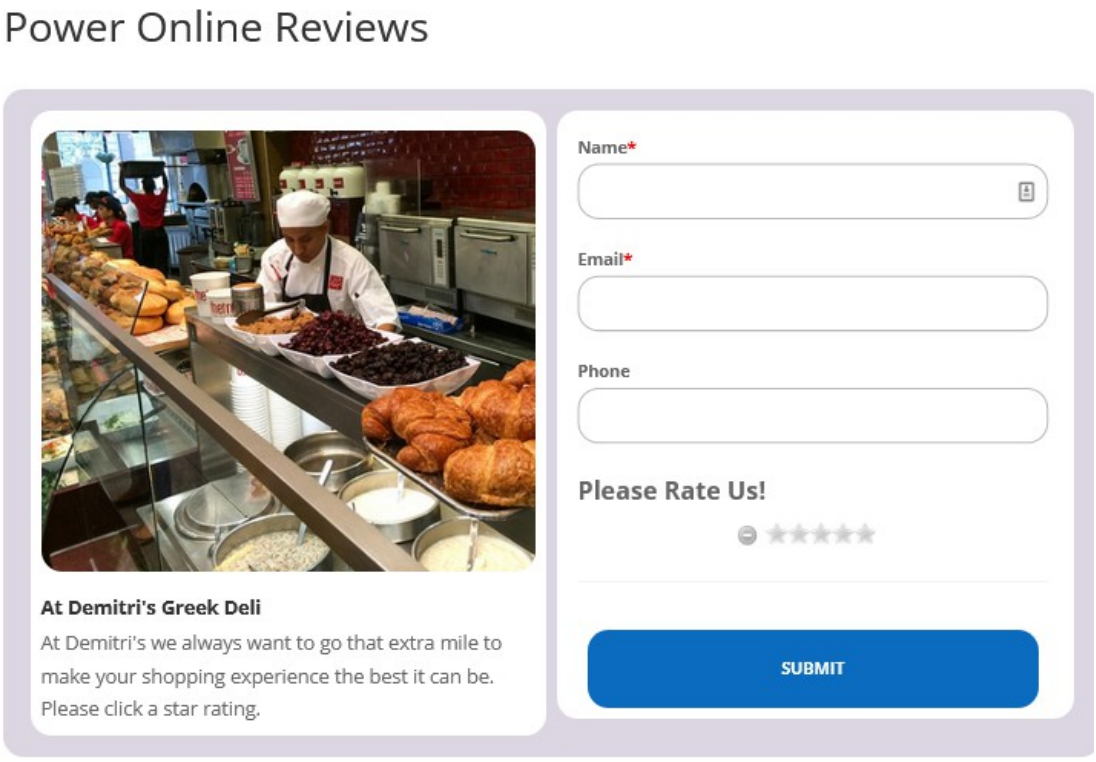
See example below.



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.

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:



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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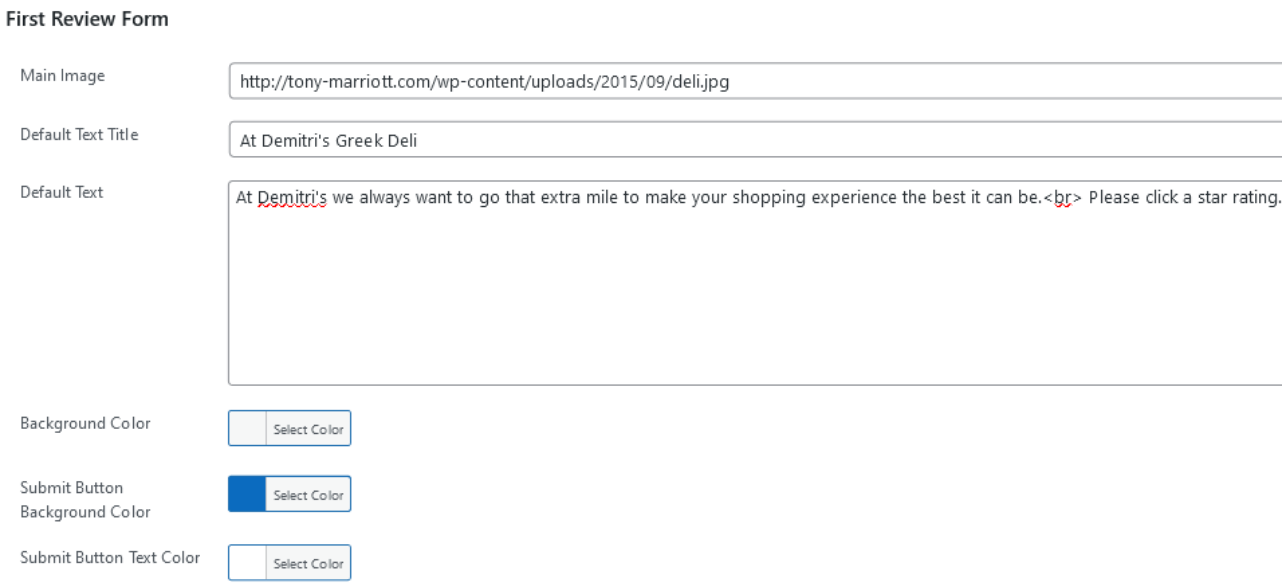
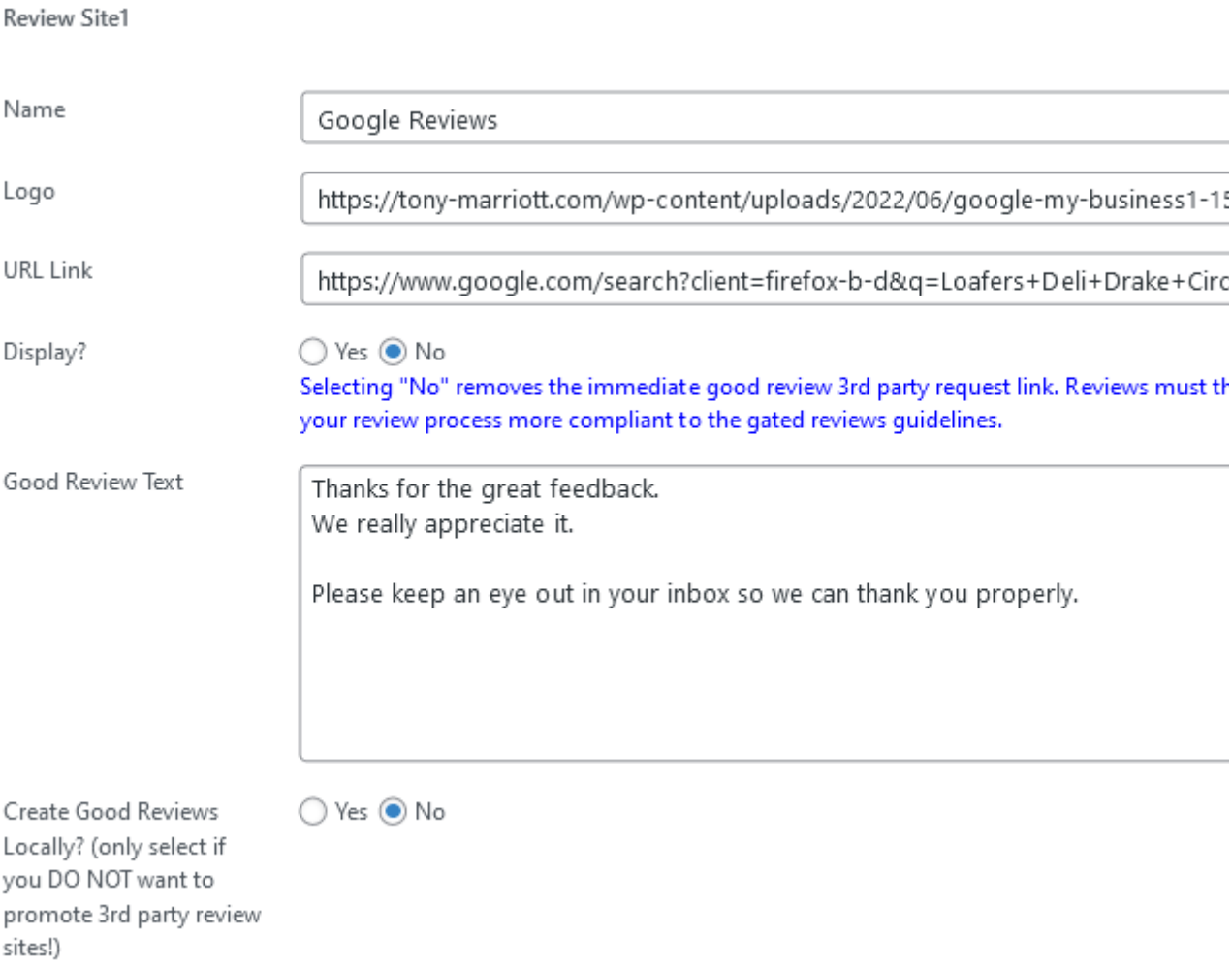


Follow Up Review Form



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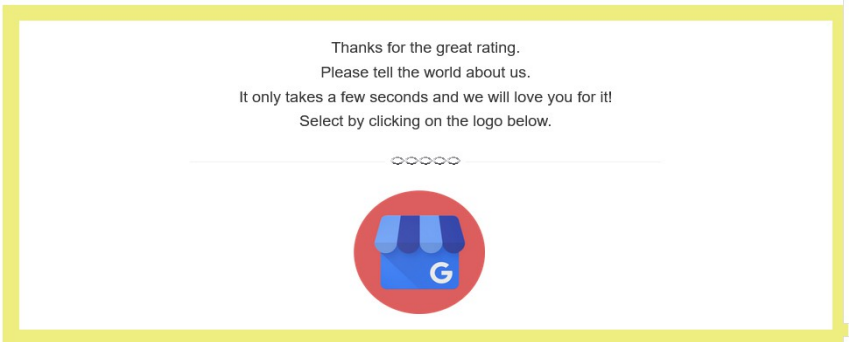
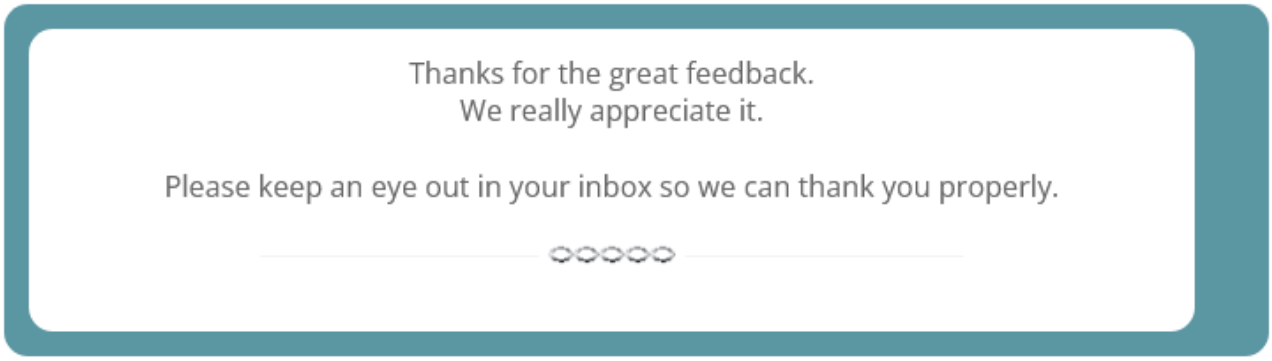
Once a customer has rated your product or service, and it is a good review, then they will be prompted to either:

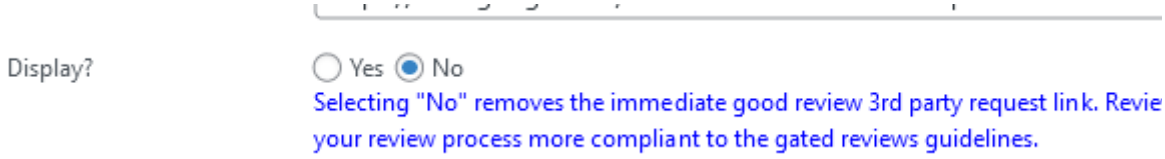
1. Add a review to a third party review site like Facebook or Google My Business.



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.



Setting to **Yes**, will prompt for a 3rd party review immediately.

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

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.

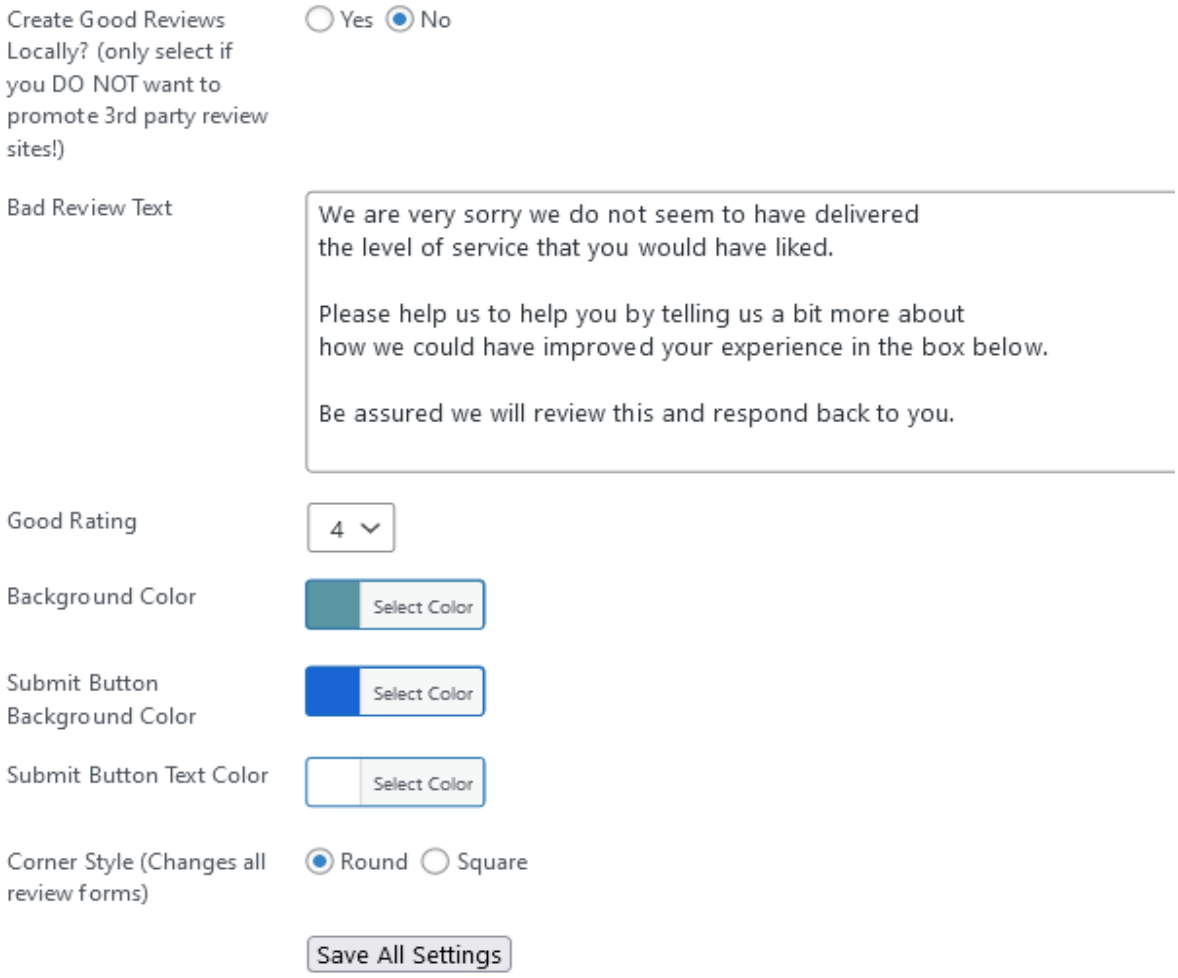
1. Add the name of your third party review site. This is for your reference only.
2. Add a **Logo** image. This will display in the review follow up form as shown above.
3. Add your business review **Link Url** for that particular review site. To get that simply go to your business listing in that review 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 3rd 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 3rd 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 3rd party review.

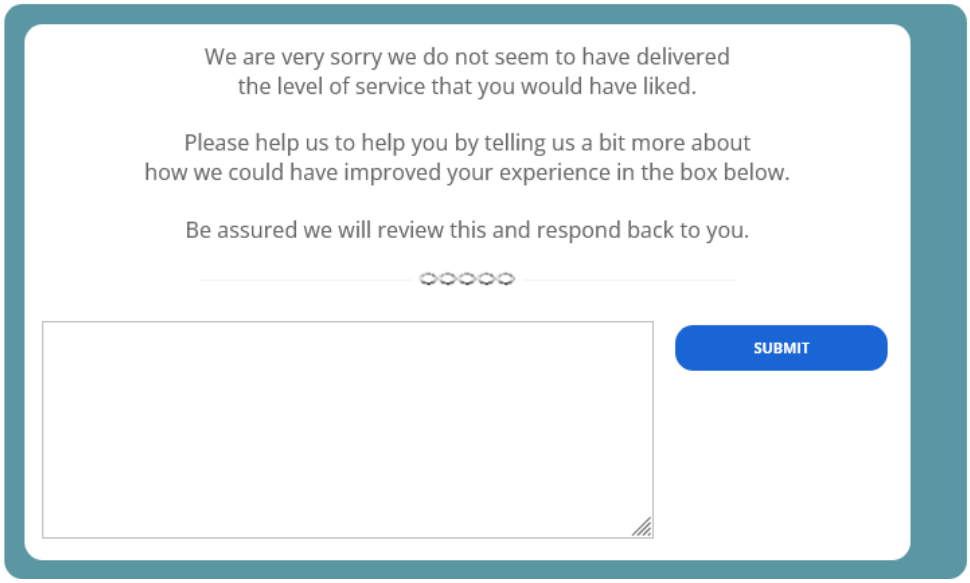
You can see the two different process flows at the end of this document.



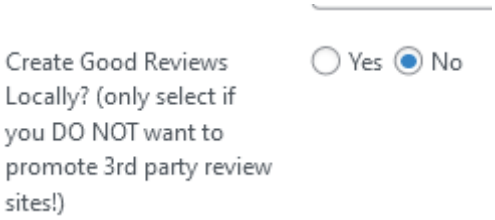
Follow Up Review Form Text

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..

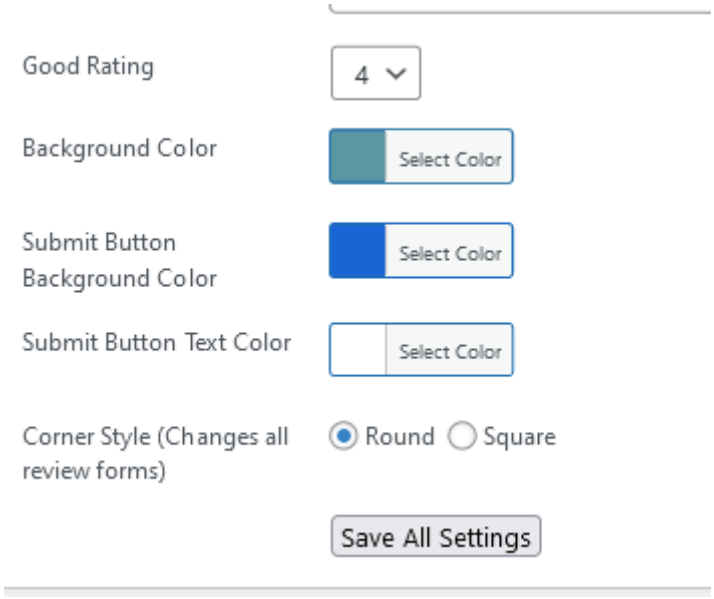


1. You also have the option to manage **good reviews** locally. i.e. not send to third party sites. In this case both good and bad feedbacks will display a form similar to the above requesting a written feedback.



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.


Good Rating
4
Background Color
Select Color
Submit Button Background Color
Select Color
Submit Button Text Color
Select Color
Corner Style (Changes all review forms)
Round
Square
Save All Settings

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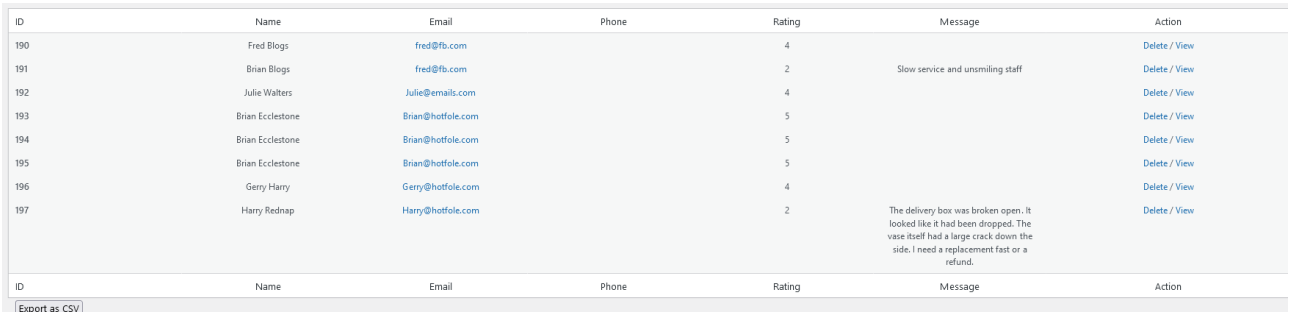
Managing Reviews

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		Delete / View
191	Brian Blogs	fred@fb.com		2	Slow service and unsmiling staff	Delete / View
192	Julie Walters	Julie@emails.com		4		Delete / View
193	Brian Ecclestone	Brian@hotfole.com		5		Delete / View
194	Brian Ecclestone	Brian@hotfole.com		5		Delete / View
195	Brian Ecclestone	Brian@hotfole.com		5		Delete / View
196	Gerry Harry	Gerry@hotfole.com		4		Delete / View
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.	Delete / View
ID	Name	Email	Phone	Rating	Message	Action

Export as CSV

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 3rd 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.

To: 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,,,

best regards

Customer Support
Sent from Mail for Windows

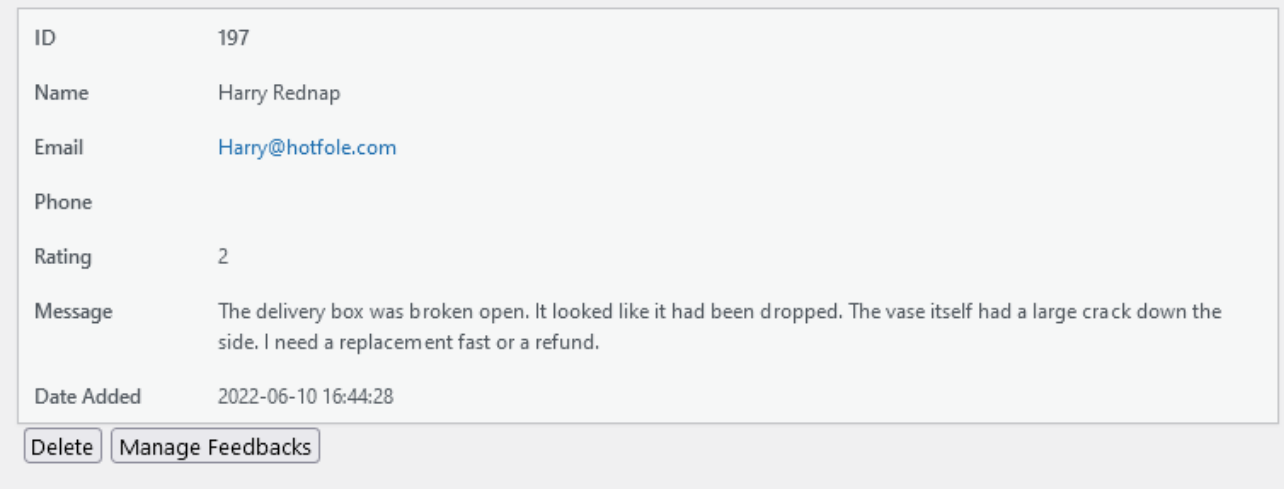
You can and should edit that email before sending as required. Each email response should be personal to the customer you are responding to.

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:

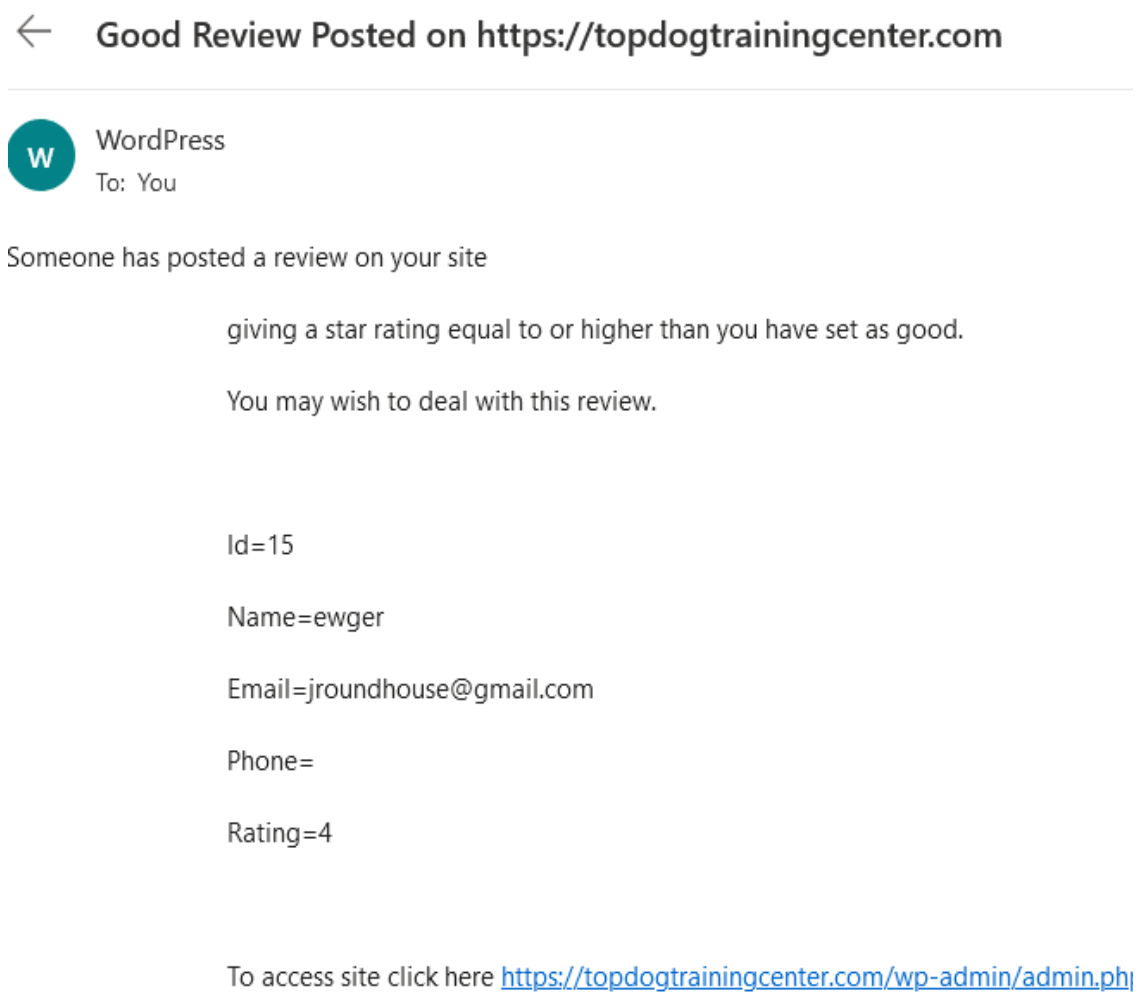


The same functions as described above are available in this view.

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.



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POR Review Manger 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.

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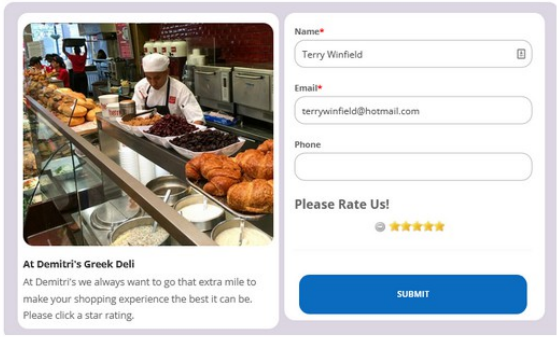
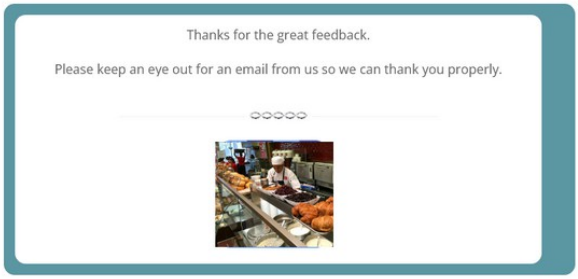
Process Flow 1 – Recommended

1. Send Customer A Feedback Request

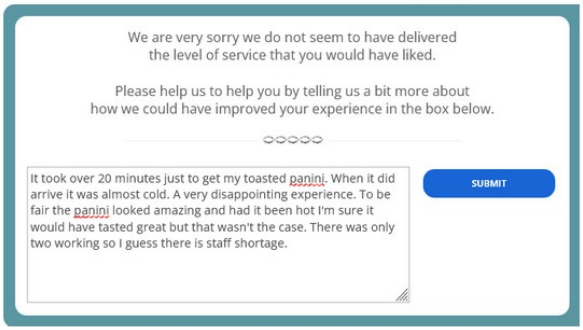
2. Customer Gives You A Star Rating



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

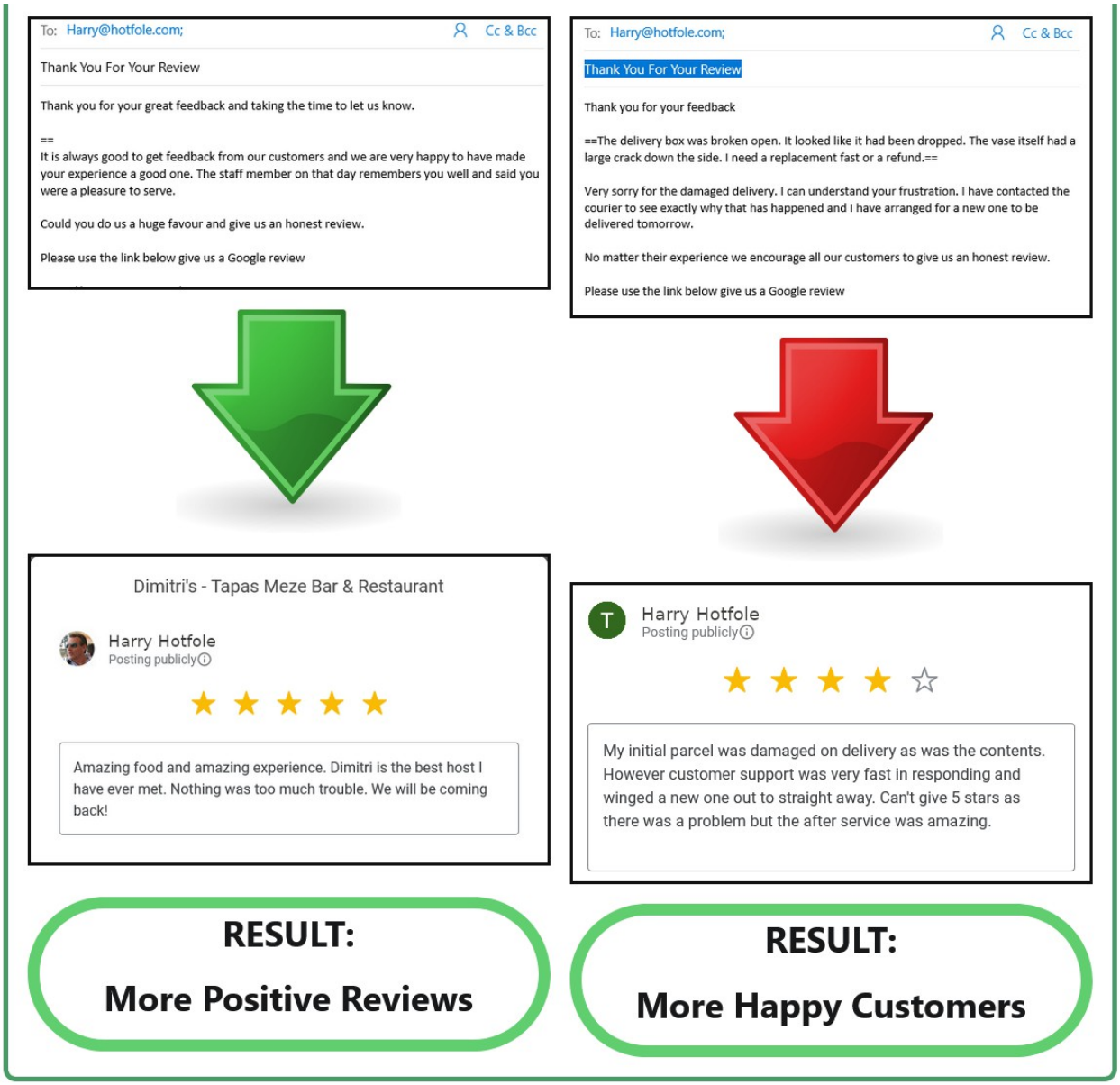


3. Customer Gives A Bad Star Rating And Prompted To Give More Detail



4. Send Happy Customers Internally And Respond With Email

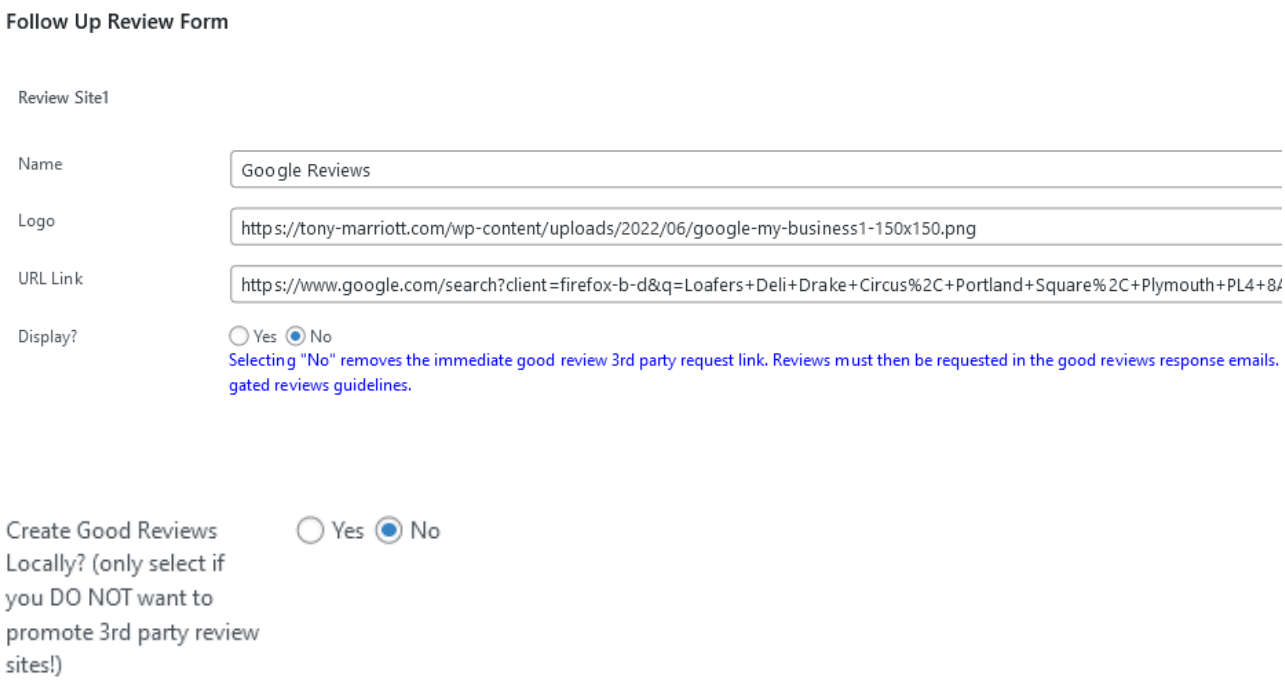
4. Send Unhappy Customers Internally To Manage Via Email



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



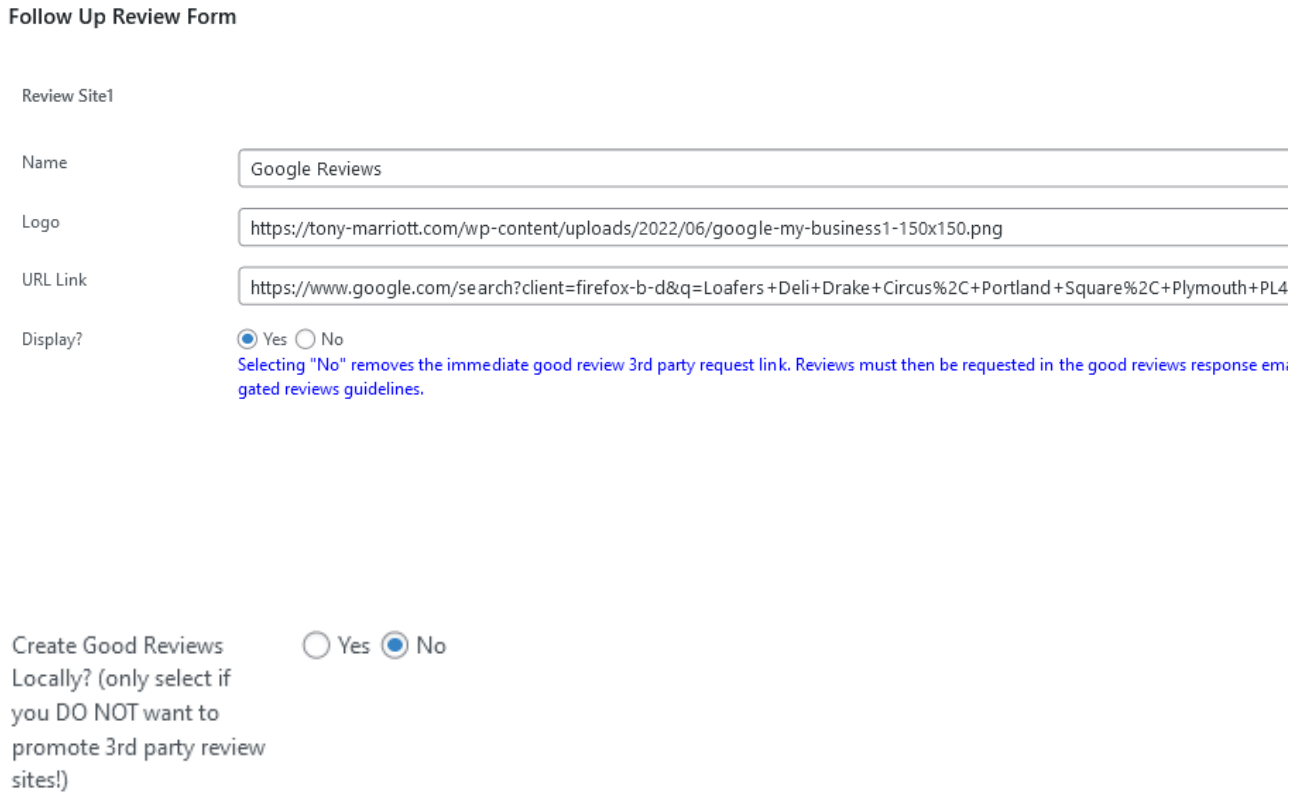
NOTE: For fixing business currently receiving bad reviews switch the Create Good Reviews Locally to YES. But do not request any third party reviews via email.

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

Process Flow 2

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

To set up this process flow make the following settings.



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