BigCommerce Plugin

### Revisions

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1. HOW DOES IT WORK?

BigCommerce is a SaaS solution which includes an API system with token. This system allows us to communicate directly with the Verified Reviews platform. Once the plugin has been configured and activated, the process is fully automatic thereafter, we can communicate directly with your environment.

- **Getting the orders and sending reviews automatically**: Every night, our system communicates with your solution BigCommerce to retrieve your last orders. You can choose to only retrieve orders with certain status dependent on the configuration you have chosen. You also have the possibility to activate the option “Product Reviews” to retrieve automatically the products included with the orders with the goal to collect the reviews associated.

- **Displaying the product reviews on your website**: you have the possibility to display the reviews on your product page to make your customers more confident about the quality of your products. This is implemented by adding three Tags to your site, as explained later in the document.

- **Displaying the rating widget**: you have the possibility of display a floating widget on your website. That widget allows to show your Verified Reviews site average rating to make your customers more confident about your activity.
2. INSTALLATION OF THE MODULE

Before processing the installation, you will have to create an account on the platform Verified Reviews and choose the solution BigCommerce and log in to your customer area.

- In a separate tab go to your BigCommerce backoffice and log in, you should now be logged into your Verified Reviews account in one tab and your BigCommerce backoffice in another tab.

- Go to the tab where you are logged into your Verified Reviews account and click on “Install the Plugin”, figure 2.1.

Figure 2.1

- This will bring you to your BigCommerce backoffice and will install the Verified Reviews app on your BigCommerce environment, figure 2.2.

Figure 2.2
Once this step is completed, go to your BigCommerce backoffice, the plugin should be installed. Click on the menu “Apps > My Apps” and search (search field) the module: Verified Reviews, then click on Launch.

- A window should appear within your BigCommerce backoffice, if everything went to plan then you should see your Verified Reviews account within the window, with the confirmation plugin installed as per below, figure 2.3.

Figure 2.3

- Finally go back to the tab where you are logged into your Verified Reviews account and complete the configuration as described later in the document.
3. ORDER RETRIEVAL (First Time)

Once you subscribed to Verified Reviews, you have the option to retrieve your first reviews, for this we can import your old orders BigCommerce. Login to your account Verified Reviews, go to the menu Start your free Trials > Export BigCommerce orders.

On this page you can select: the status for which we must retrieve the orders, the time interval for which we must export and finally the delay before sending the review requests (with product reviews or not), figure 3.1.

Figure 3.1

Click on « Export » these orders can be imported into your Verified Reviews account so that we can survey your first clients. Do not hesitate to contact your account manager for any help at this step.

Figure 3.2
4. CONFIGURATION OF THE MODULE

Go to your customer area Verified Reviews and click on the menu **Integration > Configure my module BigCommerce** to configure the module and the review requests. On this page, you simply need to complete the form following the instructions. To get some help, hover over the information icon, below are listed some specifications concerning the different options available:

- **Activate the automation?**
  - If “yes” our system will retrieve nightly the orders for which we have to survey your customers.
  - If “no”, we will not retrieve your new orders to survey your customers.

- **Status of the orders**
  - Retrieve only those orders with the chosen status (multiple status options is possible).

- **Delay before sending reviews**
  - Choose how much time after you want to send the request after retrieval of order.

- **Retrieve the product reviews?**
  - If “yes” we will ask your customers about the products they ordered.

- **Choose Template**
  - Choose how you would like your product reviews to display, there are two available templates as of the writing of this document, figure 4.1. Please choose which option best suits your tastes. Choose the template you desire by double clicking on the template.

- **Options Rich Snippet**
  - If you wish to have product stars to appear on Google Search
• Other options concerning the display
  o Display the note and number of reviews on the star badge, by default this is activated. If you untick the stars will display without notes or number of reviews as per below example. Please remember that after any change to this option the existing Tag must be removed from your site and replaced with the Tag as per your configuration page, figure 4.2. Note any change to this option will change the Tag class value, highlighted in the below figure.

*Figure 4.2*

Please note any change to the display configuration may require removing and updating the Tags with the latest generated Tag on the configuration page. After changing and saving a configuration a yellow message will appear to indicate which Tag needs to be changed on your site, figure 4.3.

*Figure 4.3*

Finally, you can «Save», and the reviews requests will be automated depending on the configuration. If you wish clarification on any of the above, do not hesitate to get some help in contacting your account manager.
5. DEACTIVATE THE DEFAULT REVIEWS SYSTEM

BigCommerce includes a default reviews system to automatically send the reviews requests.
To avoid sending the requests for reviews twice, you must deactivate the BigCommerce native system.

- Log in in your admin space of your BigCommerce shop,
- Go to "Settings" and "Comments",
- And to "Built-in", deselect the option "Product reviews", □ Save.
6. DISPLAYING A FLOATING WIDGET ON YOUR WEBSITE

You have the possibility to display a floating widget on your website. That widget allows you to show your Verified Reviews average rating providing extra confidence to your customers.

To retrieve the code of your widget:

- Go to Verified Reviews, in the menu **Integration > Widget Integration**.
- You can create a widget by clicking on « **Create widget** » available for all our widgets. Once the widget is configured, you can get the code. Click on the button « **Retrieving code** ». Copy the script.

*Figure 6.1*

- Add this code to your **BigCommerce** theme:
- Click on "**Storefront**"
- Button "**My Themes**"
- Advanced “**Edit Theme Files**”

*Figure 6.2*
• Choose the panel "HTMLHead", for the Stencil template this is located at templates -> layout -> base.html, at the bottom of the page, before the </head> tag. Do not forget to save at the bottom right.

Figure 6.3

After these all steps, your widget must be displayed on your website. If it is not the case, do not hesitate to contact us, we will help you for all the process.

*Note: You should have collected at least 3 reviews to generate your first widget. These reviews are necessary for the calculation of a global rating of your website.*
7. DISPLAYING THE PRODUCT STARS AND REVIEWS

To display product reviews directly on the product pages of your website, connect to your account Verified Reviews, in the menu «Integration > Configure my BigCommerce module». At the bottom of this page, in the section «Integrate the Plugin», there is listed the three Tags that need to be added to your site which will permit the display of product reviews.

7.1 The Script

Copy the script within the footer of your site. By clicking on the green copy button, the script will be saved to the clipboard and hence can be easily pasted to your site, figure 7.1. For the Stencil template, the footer is located at templates -> common -> footer.html, figure 7.2.

Figure 7.1

Copy this script within the footer of your site:

<figure>
<code>
<script charset="utf-8" src="https://www.verified-reviews.com/avis-script.js"></script>
</code>
</figure>

Figure 7.2

```html
<!-- Verify the verification's script on footer.html -->
```
7.2 The Stars Badge

The stars badge will be used to display the stars on your product pages and stars on your category pages.

Go to your BigCommerce backoffice, template files, click on "Storefront", Button "My themes", Advanced “Edit Theme Files”

7.2.1 Product Page Stars:

To display stars on your product pages, copy the Tag and place within your theme, figure 7.3. In your BigCommerce administration part you must add the Tag into the code of your template. For the Stencil template, the product heading is located at templates -> components -> products -> product-view.html. Please populate the data-product-id="xxxx" with the product id, figure 7.4.

Figure 7.3

Place this Tag to display stars :

![Copier](https://example.com/copier.png)

```html
<div class="NETREVIEWS_PRODUCT_STARS" data-product-id="xxxx"></div>
```

Figure 7.4
Please note, reviews will be synchronized every night to allow the display of the last reviews on your product page. A maximum delay of 24 hours may be noted before the display of your first reviews.

7.2.2 Category Page Stars:

To display stars on your category pages, copy the Tag below and place within your theme, figure 7.5. For the Stencil template, the category heading is located at templates -> components -> products -> card.html. Please populate the data-product-id="xxxx" with the product id. Please note the product id may be listed as {{ id }} on the category page, figure 7.6.

**Figure 7.5**

**Place this Tag to display stars:**

```html
<div class="NETREVIEWS_PRODUCT_STARS" data-product-id="xxxx"></div>
```

**Figure 7.6**
7.3 The Product Bloc of Reviews

To display reviews on your product pages, copy the Tag below and place within your theme, figure 7.7. For the Stencil template, the bloc of reviews can be placed at templates -> components -> products -> tabs.html. Please populate the data-product-id="xxxx" with the product id, figure 7.8.

Figure 7.7

Place this Tag to display the product bloc of reviews:

```html
<div class="NETREVIEWS_PRODUCT_REVIEWS" data-product-id="xxxx"></div>
```

Figure 7.8
8. Rich Snippets

If you wish to have stars on Google Search then connect to your account Verified Reviews, in the menu « Integration > Configure my BigCommerce module », select the Rich Snippet option you require. Please note any change to the Rich Snippet configuration options may require you to remove and replace the Tag (bloc of reviews), this is explained below.

Please disactivate the default BigCommerce aggregateRating if present, this can be done by removing the tag from your template. A duplication of the aggregateRating will prohibit the correct functioning of the Verified Reviews aggregateRating Rich Snippet. For example, for the Stencil template, this can be found under templates -> components -> products -> product-view.html, please refer to figure 8.1 below.

Figure 8.1

If you choose Rich Snippets you will be asked if your site already has Rich Snippet product. If your site does not already include Rich Snippet product then choose “No” and we will add it for you. Please register any change to the configuration you make.

Please note any change to the Rich Snippet configuration may change the Tag (bloc of reviews) attributes and hence you may need to remove and replace the Tag (bloc of reviews) on your site with the latest one generated on Configure my BigCommerce module page.

8.1 Currency

If your site does not already contain Rich Snippet product, we can add them for you, simply choose the currency of your Store in order that we can compile the Rich Snippets product, figure 8.2.
Figure 8.2

Does your site already include Rich Snippets product?  ○ Oui  ○ Non

Select your currency

USD

8.2 Microdata

Figure 8.3

Options Rich Snippets:
Include the Rich-Snippets in the review bloc?  ○ Oui (Microdata)  ○

Does your site already include Rich Snippets product?  ○ Oui  ○ Non

Enregistrer

Place this tag to display the bloc of reviews:

Copier

Tag (bloc of reviews) attributes:

- data-product-id (Please fill with the product id)
- data-product-price (Please fill with the product price value)
- data-product-name (Please fill with the name of the product)
- data-product-url (Please fill with the product url)
- data-product-img-url (Please fill with the link to the image of the product)
8.3 Json-ld

**Figure 8.4**

If you choose Json-ld and your site already has Rich Snippet product then it will be necessary to link the Rich Snippet aggregateRating to the Rich Snippet product. This is done by placing the same @id value that is contained in your Rich Snippet product on your site within the attribute “data-product-rs-id”.

*Tag (bloc of reviews) attributes:*

- data-product-id (Please fill with the product id)
- data-product-price (Please fill with the product price value)
- data-product-name (Please fill with the name of the product)
- data-product-url (Please fill with the product url)
- data-product-img-url (Please fill with the link to the image of the product)
- data-product-rs-id (if your site already includes Rich Snippet product then fill with the @id of the Rich Snippet product to make the match between Rich Snippet aggregateRating and Rich Snippet product.

Please note any change to the display configuration may require removing and updating the Tags with the latest generated Tag on the configuration page. After changing and saving a configuration a yellow message will appear to indicate which Tag needs to be changed on your site. This is due to different Rich Snippet configuration options generating different Tag attributes.

*Figure 8.5*

*Place this tag to display bloc of reviews:*

```html
<div class="NETREVIEWS_PRODUCT_REVIEWS" data-product-id="xxxx" data-
```

Please compare the Tag below to the Tag on your site and update as required.
CONTACT

Do not hesitate to contact us:

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www.avis-verifies.com