INDITION COMMERCE

Indition Reviews

Complete User Manual — product reviews and store reviews: settings, moderation, rating attributes, review requests, reports, per-store QR codes, the storefront widgets, and the customer-page tools

Reviews Module v1.1 · June 2026

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1. Introduction & Core Concepts

Indition Reviews lets your customers rate and review both the products they buy *and* your store and its locations, and lets you moderate and showcase those reviews on your storefront. It covers everything from the settings that decide who may review and how reviews are checked, through the day-to-day work of approving and replying to reviews, to the storefront blocks that display ratings and the form customers use to write them. This manual is written so a new team member can read it start to finish and operate every part of the module with confidence.

> **Product reviews** and **store reviews** are two separate, independently switched parts of the module. Chapters 1–11 cover product reviews; **chapter 12** covers store reviews (including per-location QR codes), **chapter 13** the store storefront blocks, and **chapter 14** the customer-page tools. Everything appears under a single **Reviews** menu in the back office.

1.1 What the module does

- **Collects reviews** — a five-star rating, an optional title and text, optional ratings of specific qualities (e.g. Quality, Durability), and optional photos and videos.
- **Moderates them** — you decide who may review, hold reviews for approval or auto-publish clean ones, block or flag certain words and links, and approve photos and videos before they show.
- **Displays them** — drag-and-drop storefront blocks show a product's average rating, the review list, a featured review, a "Customers say" summary, and the review-writing form.
- **Invites them** — email a customer a personalised request to review something they bought.
- **Reports on them** — built-in and custom reports, all exportable to a spreadsheet.

> Reviews are attached to a **product**, and — when the reviewer bought it — to the exact item (the SKU/variant) they purchased. That link is what powers the "Verified Purchase" badge.

1.2 The life of a review

Every review moves through three possible states, which the module calls its **status**:

Status	Meaning
Pending	Submitted and waiting for a moderator. It is not visible on the storefront yet.
Approved	Published — it appears on the product page.
Rejected	Declined by a moderator (or automatically blocked). It never appears publicly.

When a customer submits a review, the module checks it against your settings: whether the person is allowed to review at all, whether the text is within your length limits, and whether it contains a blacklisted word or a web link. Depending on what it finds — and on whether you auto-publish clean reviews — the review lands as *pending*, goes straight to *approved*, or is *rejected*. Photos and videos can be held for separate approval even when the review text is approved.

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1.3 The admin menu at a glance

Everything lives under a single **Reviews** group in the back-office menu, with parallel items for product and store reviews:

Menu item	What you do there
Product Moderation Queue	Work through product reviews waiting for approval.
All Product Reviews	Search and manage every product review in any status.
Product Rating Attributes	Define the specific qualities customers can rate (e.g. Quality).
Send Product Review Request	History of product-review invitations you've sent.
Product Reports	Built-in and custom product-review reports, with CSV export.
Store Moderation Queue	Work through store reviews waiting for approval (chapter 12).
All Store Reviews	Search and manage every store review.
Store Rating Attributes	Define store qualities customers can rate (e.g. Cleanliness).
Send Store Review Request	History of store-review invitations.
Store Reports	Store-review reports, with CSV export.
Blacklist Words	The shared list of words that flag or block any review.
Settings	Turn product and store reviews on and configure every behaviour.

> Until at least one part is turned on, only **Settings** is available — that's where you switch it on. The Product items appear once product reviews are enabled, and the Store items once store reviews are enabled. Blacklist Words is shared by both.

1.4 Conventions used in this manual

- Numbered **steps** walk you through a task in order.
- A **blue note** adds helpful context, a **green tip** suggests a best practice, and an **orange warning** flags something to be careful about.
- Toggles are the YES/NO switches you'll see throughout the admin screens; "turn on" means slide it to YES.
- Dates and times shown in the admin follow your store's time zone.

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2. Getting Started

2.1 Turning product reviews on

The module installs switched off, so nothing changes on your live storefront until you decide to turn it on. To enable it:

1. Go to **Reviews → Settings**.
2. Slide **Enable product reviews** to YES. The rest of the settings appear as soon as you do.
3. Adjust any settings you want (sections 3.2–3.7), then click **Save Settings**.

> The Settings screen hides all the configuration until the module is enabled, so a fresh install isn't overwhelming — you see one switch. Flip it on and the full set of options reveals itself.

> Each store keeps its own independent settings. If you run more than one store, enable and configure reviews in each store you want it to run in.

2.2 A recommended starter setup

If you're not sure where to begin, these defaults give you a safe, trustworthy start:

- **Require a purchase:** off to begin with (so you can gather reviews), or on if you only want verified buyers.
- **Allow guests:** on, so customers don't have to create an account to review.
- **Publish clean reviews automatically:** off at first — review everything by hand for a week or two until you trust the flow, then turn it on.
- **Approve photos and videos before they show:** on.
- **External links:** reject reviews that contain links (cuts most spam).
- Add a handful of **blacklist words** (profanity, competitor spam) set to *block*.

Then add the **Product Reviews** and **Write a Review** blocks to a product page (section 10) and you're live.

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3. Settings

The Settings screen is grouped into sections. Change anything you like and click **Save Settings** at the bottom; your changes apply immediately. This section explains every setting.

3.1 Reviews on/off

Setting	What it does
Enable product reviews	The master switch. When on, the review section can appear on product pages and customers can submit reviews. When off, the storefront blocks render nothing and the rest of the admin is hidden.

3.2 Who can leave a review

Setting	What it does
Require sign-in	Customers must be signed in to their account before they can leave a review.
Require a purchase	Only customers who have bought the product (a completed order) can review it.
Allow guests	Lets visitors who aren't signed in leave a review.
Review-request links skip the purchase check	When you email a customer a request to review, that link lets them review even if "Require a purchase" is on.
Let customers edit their review	Customers can change their review for a limited time after submitting.
Edit window (hours)	How long after submitting a customer can still edit their review.

> If you turn on **Require sign-in** and turn off **Allow guests**, only signed-in customers can review. If you also turn on **Require a purchase**, only signed-in customers with a completed order for that product can review — the strictest, most trustworthy combination, but it produces fewer reviews.

3.3 Review length

Setting	What it does
Title character limit	The most a customer can type in the review title.
Review text character limit	The most a customer can type in the review itself.
Review text minimum characters	The least a customer must type (set 0 for no minimum).

3.4 Moderation

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Setting	What it does
Publish clean reviews automatically	When on, a review that doesn't trip any moderation rule goes live immediately. When off, every review waits in the queue for you.
When a review uses a blacklisted word	Choose *Hold for moderation* (the review waits in the queue) or *Reject the review* (it's declined automatically). This is the default action; an individual word can override it (section 5).
When a review contains a web link	Choose *Reject*, *Hold for moderation*, or *Allow*.
Approve photos before they show	Submitted photos stay hidden until you approve them.
Approve videos before they show	Submitted videos stay hidden until you approve them.

> "Publish clean reviews automatically" only auto-publishes reviews that pass every check. Anything that hits a blacklist word set to *moderate*, or a link under a *moderate* policy, still lands in your queue.

3.5 Photos & videos

Setting	What it does
Allow photos	Customers can attach photos to a review.
Most photos per review	The largest number of photos a customer can add to one review.
Allow videos	Customers can attach a video to a review.
Most videos per review	The largest number of videos a customer can add to one review.

3.6 Distribution & reporting

Setting	What it does
Contribute your reviews for syndication	Marks your approved reviews so they can be shared with external review networks (outbound).
Include syndicated reviews in your feed	Shows syndicated reviews from external networks alongside your own (inbound).
Include reviews in site search	Lets approved review text be found through your on-site search.
Positive review starts at (stars)	Reviews at or above this star rating count as positive in reports.
Negative review is at or below (stars)	Reviews at or below this star rating count as negative in reports.

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3.7 How reviews look

Setting	What it does
Enable attribute ratings	Lets customers rate specific qualities such as Quality or Durability (you define these in section 6).
Show a “Customers say” summary	Enables the at-a-glance summary display.
Show reviewer names as	First name (e.g. “John”) or initials (e.g. “J.S.”).
Reviews shown per page	How many reviews appear before the “Load more” button on a product page.
Star color	The colour of the rating stars.
Star size (pixels)	How large the rating stars appear.

> Most of these “look” settings are also available, per block, in the storefront widget editor (section 10) — so you can override colours and counts on a specific page if you want.

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4. Moderation Queue & All Reviews

This is where you do the day-to-day work of keeping reviews trustworthy. **Moderation Queue** and **All Reviews** are the same screen with a different starting filter: the queue starts on reviews awaiting moderation; All Reviews starts on everything.

4.1 The reviews list & filters

The list shows one row per review: the product, the reviewer, the rating, a snippet, the status, whether it's a verified purchase, the helpful and report counts, and the date. Across the top are quick tabs — **Awaiting moderation**, **All reviews**, **Approved**, **Rejected** — and a filter row lets you narrow by:

- **Search** — matches the title, text, or reviewer name.
- **Rating** — show only a specific star rating.
- **Verified** — verified purchases only, or not-verified only.

Each row has quick **Approve** and **Reject** actions, plus **View** to open the full review.

4.2 The review detail screen

Clicking **View** opens the full review: the star rating, the "Verified Purchase" badge if it applies, the title and text, the reviewer's name and the date, and — if the review was auto-held or rejected — a moderation note explaining why. Below that are the photos and videos, the moderation actions, your response editor, and any reports.

4.3 Approve, reject & respond

1. To publish a review, click **Approve & publish**.
2. To decline it, type an optional reason and click **Reject**. The reason is kept with the review for your records.
3. To reply publicly, type your reply in **Your response** and click **Post response**. Your response appears beneath the review on the storefront.

> A thoughtful public response to a critical review often does more for trust than the review itself. Use the response to acknowledge, clarify, or make it right.

4.4 Moderating photos & videos

If a review has photos or videos, they appear in a **Photos & videos** panel on the detail screen, each with its own status. Click **Approve** to publish an item or **Hide** to keep it off the storefront. Hidden items never appear publicly, even if the review text is approved.

> When "Approve photos/videos before they show" is on (section 3.4), new media arrives as *pending* and you approve it here. With those settings off, media is published with the review.

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4.5 Customer reports

If customers have reported a review as inappropriate, the reports are listed at the bottom of the detail screen with their reason and date. Use them as a signal to re-review the content and reject it if warranted. The number of reports on a review is also shown in the list so you can spot trouble quickly.

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5. Blacklist Words

The blacklist is your automatic first line of defence. Any review that contains a blacklisted word is either held for you to look at or rejected outright, depending on how you set that word. Matching is not case-sensitive.

Adding a word

1. Go to **Reviews → Blacklist Words** and click **Add a word**.
2. Type the word or short phrase.
3. Choose what happens when a review contains it: **Hold the review for moderation** or **Block (reject) the review**.
4. Leave **Active** on and click **Add word**.

Edit or remove a word any time from the list. Only **active** words are checked.

> Use *Block* for profanity and obvious spam, and *Hold for moderation* for words that are sometimes legitimate (a competitor name, say) so you can judge them in context.

> A single word's setting overrides the global "When a review uses a blacklisted word" default in Settings (section 3.4).

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6. Rating Attributes

Beyond the overall five-star rating, you can let customers rate specific **qualities** of a product — for example Quality, Durability, or Ease of use — each on its own five-star scale. The averages then appear in the “Customers say” summary.

> Attribute ratings only appear on the review form and in the summary when **Enable attribute ratings** is on in Settings (section 3.7). The Rating Attributes screen reminds you if it’s currently off.

Adding an attribute

1. Go to **Reviews → Product Rating Attributes** and click **Add an attribute**.
2. Enter a **Name** — this is what customers see (e.g. “Quality”).
3. Optionally add a short internal **code** and a **display order** (lower numbers appear first).
4. Leave **Active** on and save.

Customers then see a small set of star rows on the review form, one per active attribute, and the average for each attribute appears in the Customers Say block. Removing an attribute also removes its collected ratings.

> Keep it to two to four attributes that genuinely matter for your catalogue. Too many and customers skip them.

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7. Send a Review Request

The best reviews come from customers you invite at the right moment. You can email a customer a personalised request to review a product they bought, with a link that drops them straight onto a ready-to-go review form.

Sending a request

1. Open the product in **Shop → Products** and go to its **Reviews** tab (section 9).
2. In **Ask a customer to review this product**, type the customer's email address.
3. Click **Send request**.

The customer receives an email inviting them to review that product. The link carries a one-time token, so — when **Review-request links skip the purchase check** is on (section 3.2) — they can submit even if you normally require a verified purchase.

The request history

The **Send Review Request** menu screen lists every request you've sent: the product, the customer's email, the status (Sent / Opened / Review submitted), when it was sent, and when they reviewed. Use it to see who's been invited and who has responded.

> If the email can't be sent (for example, mail isn't configured), the request is still recorded and you'll see a message telling you to check your mail settings.

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8. Reports

Reviews → Product Reports gives you several ready-made views of your reviews and a custom builder, each exportable to a spreadsheet (CSV). Pick a report from the tabs along the top.

Report	Shows
All Reviews	Every review, any status.
All Active Reviews by Product	Approved reviews, grouped by product.
All Approved Reviews	Only approved reviews.
All Rejected Reviews	Only rejected reviews.
Positive Reviews	Approved reviews at or above your positive-review star threshold (section 3.6).
Negative Reviews	Approved reviews at or below your negative-review threshold.
Custom Report	Build your own — filter by date range, rating range, status, and verified purchases.

Building a custom report

1. Click the **Custom Report** tab.
2. Choose any combination of status, minimum and maximum rating, a from/to date range, and “verified purchases only”.
3. Click **Run report** to see the results, then **Download CSV** to export them.

> Reading your *negative* and *custom date-range* reports regularly is one of the most useful habits you can build — it surfaces product problems while they’re still small.

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9. The Product & SKU Reviews Tabs

For convenience, a **Reviews** tab is added to the product and sub-product (SKU) edit screens in **Shop → Products**, so you can manage a single product's reviews without leaving its page.

- On a **product**, the Reviews tab shows the average rating, a link into the moderation queue filtered to that product, the **send-a-review-request** box (section 7), and that product's reviews with inline **Approve** / **Reject** and a **View** link.
- On a **SKU** (a specific variant), the Reviews tab shows the reviews tied to that exact item.

> The tab only appears when the module is enabled. It's designed to live alongside other modules' tabs without interfering with them.

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10. Storefront Widgets

You display reviews on your storefront by adding **blocks** (widgets) to a page in the page editor. All five live under the **Product Reviews** category in the block picker. Add a block, then use its editor tabs — **Properties** for behaviour, **Styling** for colours and sizes, and **Documentation** for built-in help.

> The per-product blocks (everything except a general listing) read which product to show from the product page they sit on, so place them on your **product detail** page. They only show **approved** reviews.

10.1 Product Reviews

The main reviews section for a product page. It shows the average-rating summary with a star breakdown, the list of reviews, and (optionally) sort and filter controls, photos, and a “Load more” button. Visitors can mark a review **Helpful** or **Report** it.

Property	What it does
Heading	Title above the reviews (e.g. “Customer Reviews”). Leave blank for none.
Default sort order	Newest, oldest, highest rated, lowest rated, or most helpful.
Reviews per page	How many to show before “Load more”. Leave 0 to use the module setting.
Show rating summary	Show the big average score and star breakdown at the top.
Show sort & filter controls	Let visitors re-sort and filter by stars or photos-only.
Show review photos	Show the photos customers attached.

Styling: star colour, accent colour (the “Load more” button and bars), reviewer-name colour, review-text colour, card border colour, and heading size.

10.2 Rating Badge

A compact star rating and review count — ideal right under the product title. The count can link down to the full reviews section.

Property	What it does
Show review count	Show the number of reviews next to the stars.
Link target for the count	Where the count links to, e.g. `#reviews` to jump to the reviews block. Blank for no link.
Hide when there are no reviews	Hide the badge entirely for products with no reviews.
Text when there are no reviews	What to show otherwise (e.g. “No reviews yet”).

Styling: star colour, text colour, star size.

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10.3 Featured Review

Spotlights a single review as a testimonial.

Property	What it does
Which review to feature	Most helpful, most recent, or highest rated.
Specific review ID	Pin one exact review. Leave 0 to pick automatically.
Show review photos	Show photos attached to the review.
Hide when there are no reviews	Hide the block for products with no reviews.

Styling: star colour, reviewer-name colour, review-text colour, card border colour.

10.4 Customers Say

An at-a-glance summary: the average score, a one-line sentiment summary, the star breakdown, and — when you use attribute ratings — the average for each quality.

Property	What it does
Heading	Title above the summary (e.g. “Customers say”).
Show star breakdown	Show the 5-to-1 star bars.
Hide when there are no reviews	Hide the block for products with no reviews.

Styling: star colour, accent colour (the bars), heading size.

10.5 Write a Review

The submission form. It adapts to your settings automatically — who may review, the character limits, and whether photos and videos are offered — so you generally just drop it on the page.

Property	What it does
Heading	Title above the form (e.g. “Write a review”).
Submit button text	The label on the submit button.
Thank-you message	Shown after a review is submitted.

Styling: accent colour (submit button) and star colour.

> Place the **Write a Review** block just below the **Product Reviews** block, and add a **Rating Badge** near the product title that links (`#reviews`) down to them. That’s the layout shoppers expect.

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11. What Your Customers See

It helps to know the customer's side of the experience so you can support them.

Writing a review

On the **Write a Review** form, the customer picks a star rating, optionally rates each quality you defined, gives a title and writes their review (with a live character counter against your limits), and — if you allow it — adds photos and a video. If your settings require sign-in or a purchase and they don't qualify, the form shows a short message instead, asking them to sign in. After they submit, they see your thank-you message; if you don't auto-publish, the review waits in your queue.

Reading reviews

On the product page, the **Product Reviews** block shows the average rating and the reviews. Each review card shows the reviewer's first name (or initials, per your setting), a small badge for prolific reviewers, the date, a "Verified Purchase" badge where it applies, the stars, the title and text, any photos or video, and your store response if you added one.

Helpful & Report

Under each review, customers can mark it **Helpful** (the count goes up, and sorting by "most helpful" surfaces the best reviews) or **Report** it as inappropriate (which raises its report count and lists it for you on the review's detail screen). Each visitor can only vote or report a given review once.

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12. Store Reviews

Alongside product reviews, the module collects **store reviews** — ratings and comments about your business as a whole, and (when you use In-Store Pickup) about each individual **store location**. Store reviews are a completely separate area: they have their own on/off switch, their own settings, their own moderation queue and reports, and their own storefront blocks. Everything you already know about product reviews — statuses, moderation, the blacklist, attribute ratings, photos and videos, helpful and report actions — works the same way for store reviews.

> Product reviews and store reviews are independent. You can run either one on its own, or both. The shared **Blacklist Words** list applies to both.

12.1 Turning store reviews on

1. Go to **Reviews → Settings** and find the bordered **Store Reviews** section.
2. Slide **Enable store reviews** to YES. The store configuration appears as soon as you do.
3. Adjust the store settings (below), then click **Save Settings**.

> Store reviews work even without In-Store Pickup — you simply collect reviews for your store as a whole. With In-Store Pickup installed, you can additionally collect and report reviews *per location* and print a QR code for each (section 12.3).

12.2 Store settings

The Store Reviews section mirrors the product settings, applied to store reviews:

Group	Settings
Who can leave a store review	Who can review (anyone, or signed-in customers only); let customers edit; edit window (hours).
Review length	Title limit; review text limit; minimum characters.
Moderation	Publish clean reviews automatically; blacklist-word action; web-link policy; approve photos / videos before they show. (Uses the same shared blacklist list.)
Photos & videos	Allow photos / videos and the per-review limits.
Verified buyer	Show a “Verified Buyer” badge, and whether it requires a completed order.
Reporting	Include store reviews in site search; positive / negative star thresholds.
How reviews look	Enable store attribute ratings; show a “Customers say” summary; reviewer-name display; reviews per page; star colour and size.
Store review page	The storefront page that holds your **Write a Store Review** block (section 13.1). QR codes and request links point here.

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12.3 Store locations & QR codes

If the **In-Store Pickup** module is installed and enabled, the Store Reviews settings show a **Store locations & QR codes** panel listing your active store locations. For each location you can decide whether to collect reviews, and print a QR code customers scan to leave a review of that exact store.

1. In **Reviews → Settings → Store Reviews**, set the **Store review page** to the storefront page where you placed the **Write a Store Review** block.
2. In **Store locations & QR codes**, turn the YES/NO switch on for each store you want to collect reviews for, and click **Save Settings**.
3. A **Print QR code** link now appears next to each enabled store. Click it to open a clean, printable page with that store's name and QR code.
4. Print it and display it in the store. When a customer scans it, they land on your review page already pointed at that location.

> Each store's QR code carries a permanent code, so a printed QR keeps working even if you turn the store off and on again. Reviews left via a store's QR are tagged to that location and counted in its reports.

> If In-Store Pickup isn't installed, the panel explains that store reviews are collected for your whole store instead — everything else still works.

12.4 Moderating store reviews

Reviews → Store Moderation Queue and **All Store Reviews** work exactly like the product moderation screens (chapter 4): the same status tabs, filters, inline Approve/Reject, and a detail screen with Approve & publish, Reject with a reason, a public response, photo/video moderation, and customer reports. The only difference is the first column shows the **store location** instead of a product (or "Whole store" for a general review).

12.5 Store rating attributes

Just like product attributes (chapter 6), you can let customers rate specific qualities of your store — for example **Cleanliness**, **Staff**, or **Wait time**. Manage them under **Reviews → Store Rating Attributes**: click **Add an attribute**, give it a name, and save. They appear on the store review form and in the Store Customers Say block when **Enable attribute ratings** is on in the Store Reviews settings.

12.6 Store reports & requests

Reviews → Store Reports offers the same report types as product reports (chapter 8) — all, approved, rejected, positive, negative, by store, and a custom builder — each exportable to CSV. **Reviews → Send Store Review Request** shows the history of store-review invitations; you send them from a customer's page or in bulk (chapter 14), or via the printed QR codes.

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13. Store Reviews on the Storefront

Store reviews have their own four storefront blocks, found under the **Store Reviews** category in the page-editor block picker. They are separate from the product blocks, so you place them on a store-reviews page (or your homepage, header, or footer) rather than on a product page. Each block matches your theme through its Styling tab. By default they summarise your *whole store*; add `?store=<id>` to a page's address to show a single location.

13.1 Write a Store Review

The store review form — star rating, optional quality ratings, title and text, and (if enabled) photos and video. When a customer arrives by scanning a store QR code or following a request link, the form is already pointed at the right store and shows its name. This is the block your **Store review page** setting (section 12.2) should point at.

Properties: heading, submit-button text, thank-you message, and whether to show the store name. **Styling:** accent and star colours.

13.2 Store Reviews

The full store-reviews section: the average-rating summary with a star breakdown, the review list with sort/filter/"Load more", photos, and Helpful/Report actions — the store equivalent of the product **Product Reviews** block (section 10.1), with the same properties and styling.

13.3 Store Rating Badge

A compact star rating and review count for your store — ideal in a header or footer. Same options as the product **Rating Badge** (section 10.2): show the count, a link target, hide-when-empty, and star/text styling.

13.4 Store Customers Say

An at-a-glance store summary: average score, a one-line sentiment, the star breakdown, and — when you use store attribute ratings — the average for each quality. Same options as the product **Customers Say** block (section 10.4).

> A good pattern: a **Store Rating Badge** in your header linking to a dedicated "Reviews" page that holds **Store Customers Say**, **Store Reviews**, and **Write a Store Review** — and set that page as your **Store review page** so the QR codes lead there.

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14. The Customer Page

When you turn on the customer-page integration, each customer's back-office page gains a **Reviews** tab, and the customer list gains a **Send Review Requests** action for sending invitations in bulk. Turn it on in **Reviews → Settings** under **Customer page** — "Show a Reviews tab on the customer page".

14.1 The Reviews tab

Open any customer in **Customers** and click the **Reviews** tab. It shows, in two sections:

- The customer's **product reviews** — each with its rating, status, an inline **Approve**/**Reject**, and a **View** link to the full review.
- The customer's **store reviews** — the same, showing which store each is about.

It's a convenient way to handle one customer's feedback without hunting through the moderation queues.

14.2 Sending one request

The Reviews tab also has two small forms:

- **Ask this customer to review a product** — pick from the products they've bought and click **Send product review request**.
- **Ask this customer to review your store** — choose the whole store or a specific location and click **Send store review request**.

The customer's email is filled in for you. Each request is emailed with a link to a ready-to-go review form.

14.3 Sending requests in bulk

To invite many customers at once, open the **Customers** list and choose **Send Review Requests** from the actions menu. On that screen:

1. Choose **what to review** — product reviews, store reviews, or both.
2. Choose **who to email** — customers who have placed an order, or all customers with an email address.
3. For store requests, optionally pick a **store location**.
4. Set **how many to send at once** (a safe batch size), and click **Send review requests**.

Product requests link each customer to the most recent product they bought; store requests invite a review of your store. Anyone already asked in the last 30 days is skipped automatically, so it's safe to run again — turn on **Send again to customers already asked** to override that. If more customers remain than your batch size, you're told to click Send again to continue.

> Bulk sending emails real customers. Start with a small batch and the "customers who have placed an order" audience, and confirm your mail settings are correct before a large run.

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15. Appendix: Statuses, Settings & Glossary

15.1 Review statuses

Status	Visible to shoppers?	How it gets there
Pending	No	Submitted, waiting for moderation (or held by a rule).
Approved	Yes	Approved by a moderator, or auto-published when clean.
Rejected	No	Rejected by a moderator, or blocked by a rule (blacklist/link).

15.2 Settings quick reference

Group	Settings
Reviews	Enable product reviews.
Who can review	Require sign-in; require a purchase; allow guests; request links skip purchase check; let customers edit; edit window (hours).
Length	Title limit; review text limit; review text minimum.
Moderation	Publish clean reviews automatically; blacklist-word action; web-link policy; approve photos before showing; approve videos before showing.
Photos & videos	Allow photos; max photos; allow videos; max videos.
Distribution & reporting	Contribute for syndication; include syndicated reviews; include reviews in site search; positive threshold; negative threshold.
How reviews look	Enable attribute ratings; show “Customers say”; reviewer name display; reviews per page; star colour; star size.
Store reviews	An independent set of the same settings for store reviews (chapter 12), plus the verified-buyer badge, per-location store toggles with printable QR codes, and the store review page.
Customer page	Show a Reviews tab and the bulk Send Review Requests action on customer pages (chapter 14).

15.3 Glossary

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Term	Meaning
Verified Purchase	A badge shown when a review is tied to a completed order of that product by the reviewer.
Attribute rating	A rating of a specific quality (e.g. Quality), separate from the overall star rating.
Moderation queue	The list of reviews waiting for a moderator to approve or reject.
Blacklist word	A word that, when found in a review, holds it for moderation or blocks it.
Review request	An email invitation to a customer to review a product they bought, carrying a link that can bypass the purchase check.
Helpful vote	A shopper marking a review as useful; drives the “most helpful” sort.
Store response	A public reply from you, shown beneath a review.
Syndication	Sharing reviews with (contribute) or showing reviews from (include) external review networks.
Workflow / store	Each store keeps its own independent review settings.
Store review	A review of your business as a whole, or of a specific store location — separate from product reviews.
Store location / QR code	An In-Store Pickup location you collect reviews for; each can print a QR code that opens its review form.
Verified Buyer	A store-review badge shown when the reviewer is a real customer with a completed order.

End of manual. For configuration questions, start with the relevant Settings section (3); for day-to-day moderation, see section 4.

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