



Reputation Manager

How to create a Showcase Reviews Widget

1. Select widget style

Click the 'Showcase Reviews' tab in your Reputation Manager report (shown below within the red box).

You have three different options to showcase your best online reviews — each Location can have one widget of each type, as follows:

- List
- Carousel
- JSON feed

The screenshot shows the Reputation Manager interface. At the top, there is a navigation bar with three tabs: 'Monitor Reviews', 'Get Reviews', and 'Showcase Reviews'. The 'Showcase Reviews' tab is highlighted with a red box. Below the navigation bar, the 'Showcase Reviews' section is displayed, featuring three widget options:

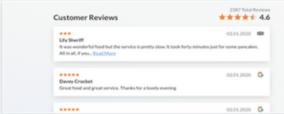
- List Widget:** Display reviews in an ordered, customizable list. Includes a 'Create' button.
- Carousel Widget:** Display reviews in a compact animated carousel. Includes a 'Create' button.
- JSON Feed:** Use just the review data only to completely customize the layout to fit your interface's code the way you want it. Includes a 'Create' button.

The JSON Feed widget shows a sample JSON object:

```
"reviewRating": {  
  "@type": "Rating",  
  "ratingValue": "5"  
},  
"name": "Absolutely sublime b  
"author": {  
  "@type": "Person"
```

List Widget lets you layout up to 50 reviews in a simple list or grid format.

Showcase Reviews



List Widget
Display reviews in an ordered, customizable list

[Create](#)



Carousel Widget
Display reviews in a compact animated carousel

[Create](#)



```

"reviewRating": {
  "@type": "Rating",
  "ratingValue": "5"
},
"name": "Absolutely sublime b
"author": {
  "@type": "Person"

```

JSON Feed
Use just the review data only to completely customize the layout to fit your interface's code the way you want it

[Create](#)

Customer Reviews

3384 Total Reviews
★★★★★ 4.03

★★★★★ 04.24.2020 

Mohammed Farhad Karim
I would say the best apple store in NYC. The ambience is breathtaking just like apple's product. When you walk upto the stairs you would find... [Read More](#)

★★★★★ 04.20.2020 

Together Tanki
A really cool place and I think everyone should visit it!

★★★★★ 03.21.2020 

Cora F
Lovely place.....

★★★★★ 03.21.2020 

Josabeth Bezacas
(Translated by Google) Apple megatiendnon (Original) El megatiendnon de apple

★★★★★ 03.21.2020 

Desean Dixon
Great.

★★★★★ 03.21.2020 

Nicole Maillard
Always a great help!

Carousel Widget scrolls through reviews horizontally. Up to 10 reviews can be selected for this widget and you're able to choose whether you'd like an animated or clickable slider.

View Report:
Reputation Manager

Monitor Reviews Get Reviews Showcase Reviews

Showcase Reviews



List Widget

Display reviews in an ordered, customizable list

Create



Carousel Widget

Display reviews in a compact animated carousel

Create



JSON Feed

Use just the review data only to completely customize the layout to fit your interface's code the way you want it

Create

2. Create a Widget

Once you have selected which style of widget best suits your application, hit 'Create' to start selecting reviews and customizing the look and feel of your widget.



View Report:

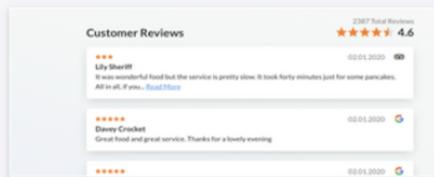
Reputation Manager

Monitor Reviews

Get Reviews

Showcase Reviews

Showcase Reviews



List Widget

Display reviews in an ordered, customizable list

Create



Carousel Widget

Display reviews in a compact animated carousel

Create



JSON Feed

Use just the review data only to completely customize the layout to fit your interface's code the way you want it

Create

3. Select Reviews

Next, you need to choose which reviews you'd like to showcase in your widget. Use the filter menu to narrow down your list according to star rating, recency or review source*. To include first-party reviews from Get Reviews campaigns, choose an option from the 'Feedback Score (NPS)' section.

* Please note: This excludes reviews from Yelp, which is very strict about reusing review content.

Select Reviews

Select the reviews you would like to showcase in your list widget. You can select individual reviews or use filters to auto-select reviews that meet specific criteria (e.g. star 0 Reviews selected (Max rating, recency).

The screenshot shows the 'Select Reviews' interface. At the top, there is a 'Filter' dropdown menu and an 'Auto select reviews' toggle switch. Below this, there are four filter categories: 'Star Rating', 'Feedback Score (NPS)', 'Date', and 'Review Sources'. Each category has several options with checkboxes. A green 'Apply Filters' button is located at the bottom of the filter panel. To the right of the filter panel, there is a 'Showing 1 to 50 of 78 Results' indicator and a pagination control with '1', '2', and a right arrow. Below the filter panel, there is a list of reviews. Each review entry includes a date (21st Feb 2021), a source (Google), a star rating (5 stars), and a snippet of the review text. To the right of each review, there is a 'Position' dropdown menu and a 'Select' toggle switch.

Now that you've decided on your best reviews, you have two options for populating the widget:

a) You can hand-pick reviews by using the selectors on the right-hand side to toggle a review on or off. This method gives you complete control over which reviews make the cut, but you'll need to return and update these settings to include reviews received after the widget was created.

Due to Yelp's strict rules on review reuse, reviews from Yelp are not available for use in Showcase Reviews widgets and feeds. In addition to this, any feedback gathered via a 'Get Reviews' campaign that has not been marked for public sharing by a customer will not be available.

Select Reviews

Select the reviews you would like to showcase in your list widget. You can select individual reviews or use filters to auto-select reviews that meet specific criteria (e.g. star 4 Reviews selected (Max rating, recency).

Filter Auto select reviews ⁱ Showing 1 to 50 of 78 Results 1 2 »

Date	Source	Rating	Review	Position	Select
21st Jul 2021	Google	★★★★★ 5	Amanda Cubit was an amazing and supportive lawyer. She is incredibly responsive, sympathetic and understanding. She is ... <i>Reviewer: Lizz Updegraff</i>	-	<input checked="" type="checkbox"/>
21st May 2021	Google	★★★★★ 5	Amanda Cubit took care of my case and kept me sane during a stressful period. The caliber of her work is excellent and ... <i>Reviewer: Becky Beasley</i>	-	<input checked="" type="checkbox"/>
21st Apr 2021	Google	★★★★★ 5	The best - highly recommended Sodoma <i>Reviewer: Sammy</i>	-	<input checked="" type="checkbox"/>
21st Apr 2021	Google	★★★★★ 5	I worked with Amanda Cubit & team, and they were nothing short of excellent! I felt supported through the entire ... <i>Reviewer: Jill Kenney</i>	-	<input checked="" type="checkbox"/>
21st Feb 2021	Google	★★★★★ 5	My attorney, Doughton Horton, and his team at Sodoma Law were wonderful to work with. At one of the most stressful ... <i>Reviewer: Q Davis</i>	-	<input type="checkbox"/>
21st Feb 2021	Google	★★★★★ 5	Worked with Mr Horton for over a year on a divorce. He was very professional and was always available for me to contact. <i>Reviewer: Daniel Finkelberg</i>	-	<input type="checkbox"/>

Cancel [Select Reviews](#) > [Widget Design](#) [Next >](#)

b) If you'd prefer to 'set and forget' (and let us do the work for you), use the toggle switch to turn on 'Auto select reviews'. In this mode, any new reviews pulled into Reputation Manager that match your filters will automatically be included in the widget — the latest reviews will be shown first.

In this mode, the 'Select' toggle becomes a 'Blacklist' function, letting you exclude any inappropriate content, even if it matches your filter selection.

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Select Reviews

Select the reviews you would like to showcase in your list widget. You can select individual reviews or use filters to auto-select reviews that meet specific criteria (e.g. star rating, recency).

Filter Auto select reviews

Showing 1 to 50 of 78 Results 1 2 »

Date	Source	Rating	Review	Position	Blacklist
21st Jul 2021	Google	★★★★★ 5	Amanda Cubit was an amazing and supportive lawyer. She is incredibly responsive, sympathetic and understanding. She is ... <i>Reviewer: Lizz Updegraff</i>	-	<input type="checkbox"/>
21st May 2021	Google	★★★★★ 5	Amanda Cubit took care of my case and kept me sane during a stressful period. The caliber of her work is excellent and ... <i>Reviewer: Becky Beasley</i>	-	<input checked="" type="checkbox"/>
21st Apr 2021	Google	★★★★★ 5	The best - highly recommended Sodoma <i>Reviewer: Sammy</i>	-	<input checked="" type="checkbox"/>
21st Apr 2021	Google	★★★★★ 5	I worked with Amanda Cubit & team, and they were nothing short of excellent! I felt supported through the entire ... <i>Reviewer: Jill Kenney</i>	-	<input checked="" type="checkbox"/>
21st Feb 2021	Google	★★★★★ 5	My attorney, Doughton Horton, and his team at Sodoma Law were wonderful to work with. At one of the most stressful ... <i>Reviewer: Q Davis</i>	-	<input type="checkbox"/>
21st Feb 2021	Google	★★★★★ 5	Worked with Mr Horton for over a year on a divorce. He was very professional and was always available for me to contact. <i>Reviewer: Daniel Finkelberg</i>	-	<input type="checkbox"/>

Cancel Select Reviews > Widget Design Next >

Both manual and auto select modes have a 'Position' column (shown below within the red box). Here, you can set and 'pin' the order of the first 10 reviews so that your standout reviews are always front and center. Once you're happy with your review selection, click 'Next'.

Due to Yelp's strict rules on review reuse, reviews from Yelp are not available for use in Showcase Reviews widgets and feeds. In addition to this, any feedback gathered via a 'Get Reviews' campaign that has not been marked for public sharing by a customer will not be available.

Select Reviews

Select the reviews you would like to showcase in your list widget. You can select individual reviews or use filters to auto-select reviews that meet specific criteria (e.g. star 3 Reviews selected (Max 50) rating, recency).

Filter Auto select reviews Showing 1 to 50 of 78 Results 1 2 »

Date	Source	Rating	Review	Position	Select
21st Jul 2021	Google	★★★★★ 5	Amanda Cubit was an amazing and supportive lawyer. She is incredibly responsive, sympathetic and understanding. She is ... <i>Reviewer: Lizz Updegraff</i>	1	<input checked="" type="checkbox"/>
21st May 2021	Google	★★★★★ 5	Amanda Cubit took care of my case and kept me sane during a stressful period. The caliber of her work is excellent and ... <i>Reviewer: Becky Beasley</i>	2	<input checked="" type="checkbox"/>
21st Apr 2021	Google	★★★★★ 5	The best - highly recommended Sodoma <i>Reviewer: Sammy</i>	3	<input checked="" type="checkbox"/>
21st Apr 2021	Google	★★★★★ 5	I worked with Amanda Cubit & team, and they were nothing short of excellent! I felt supported through the entire ... <i>Reviewer: Jill Kenney</i>	-	<input type="checkbox"/>
21st Feb 2021	Google	★★★★★ 5	My attorney, Doughton Horton, and his team at Sodoma Law were wonderful to work with. At one of the most stressful ... <i>Reviewer: Q Davis</i>	-	<input type="checkbox"/>
21st Feb 2021	Google	★★★★★ 5	Worked with Mr Horton for over a year on a divorce. He was very professional and was always available for me to contact. <i>Reviewer: Daniel Finkelberg</i>	-	<input type="checkbox"/>

Cancel

Select Reviews > Widget Design

Next >

4. Widget Design

In this step, you can customize the look and feel of your List or Carousel widget, using the dropdown menus — some simple preset styles have been created to get you started. As soon as you begin editing a preset, that will become a separate ‘Custom’ preset.

brightlocal Showcase Reviews / Edit Widget / List Widget Save and Exit

Widget Design

Customize your widget so it displays your reviews how you want your customers to see them.

Design Preset

- Modern**
- Classic**
- Bootstrap**

- Layout** ▾
- Container** ▾
- Text** ▾
- Reviews** ▾

Customer Reviews

96 Total Reviews **4.56**

- ★★★★★** 07.21.2021 
Lizz Updegraff
Amanda Cubit was an amazing and supportive lawyer. She is incredibly responsive, sympathetic and understanding. She is everything I needed in... [Read More](#)
- ★★★★★** 05.21.2021 
Becky Beasley
Amanda Cubit took care of my case and kept me sane during a stressful period. The caliber of her work is excellent and the team kept me informed... [Read More](#)
- ★★★★★** 04.21.2021 
Sammy
The best - highly recommended Sodoma

← Back Select Reviews > Widget Design Finish >

Layout

Select the max widget height in pixels, number of reviews to be shown, and the display format.

The screenshot shows the 'Widget Design' editor for a 'Showcase Reviews' widget. The interface includes a top navigation bar with the BrightLocal logo and a 'Save and Exit' button. The main area is divided into a left sidebar and a right preview pane. The sidebar contains sections for 'Design Preset' (Modern, Classic, Bootstrap), 'Layout' (highlighted with a red box), 'Container', and 'Text'. The 'Layout' section includes a 'Widget max height' input field set to 960 px, a 'Desktop layout display' selector with three icons, and a 'Number of reviews to show' slider set to 3. The preview pane displays a 'Customer Reviews' widget with a 4.56 star rating and 96 total reviews. It shows three review cards for Lizz Updegraff, Becky Beasley, and Sammy, each with a 5-star rating and a 'Read More' link.

Container

Here, you can edit the container or background layer of your widget by customizing any of the following to bring your reviews to life:

- Border width
- Corner radius
- Shadows
- Widget title

Widget Design

Customize your widget so it displays your reviews how you want your customers to see them.

Design Preset



Layout

Container

Background:

Corner radius: px

Customize border

Customize shadow

Customize widget title

Title text:

Display overall rating and review count

Text

< Back

Select Reviews > Widget Design

Finish >

Customer Reviews

96 Total Reviews
★★★★★ 4.56

★★★★★ 07.21.2021

Lizz Updegraff
Amanda Cubit was an amazing and supportive lawyer. She is incredibly responsive, sympathetic and understanding. She is everything I needed in... [Read More](#)

★★★★★ 05.21.2021

Becky Beasley
Amanda Cubit took care of my case and kept me sane during a stressful period. The caliber of her work is excellent and the team kept me informed... [Read More](#)

★★★★★ 04.21.2021

Sammy
The best - highly recommended Sodoma

Text

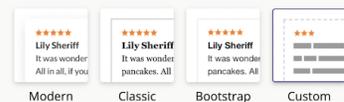
In this section, you can update the following settings:

- Change the font
- Change the alignment
- Change the color

Widget Design

Customize your widget so it displays your reviews how you want your customers to see them.

Design Preset



Layout

Container

Text

Font: Color: Link color:

Size:

Alignment: Left Center Right

Reviews

Customer Reviews

96 Total Reviews
★★★★★ 4.56

- ★★★★★ 07.21.2021 
Lizz Updegraff
Amanda Cubit was an amazing and supportive lawyer. She is incredibly responsive, sympathetic and understanding. She is everything I needed in... [Read More](#)
- ★★★★★ 05.21.2021 
Becky Beasley
Amanda Cubit took care of my case and kept me sane during a stressful period. The caliber of her work is excellent and the team kept me informed... [Read More](#)
- ★★★★★ 04.21.2021 
Sammy
The best - highly recommended Sodoma

[← Back](#)

[Select Reviews](#) > [Widget Design](#)

[Finish](#) >

Reviews

Lastly, you can edit everything inside the review panel. Choose whether to:

- Include the source site icons
- Include the reviewer's name
- Change the date format to match your region

In this example, I've softened the corners and defined the shadow to make my reviews stand out a little more.

The screenshot displays a widget design tool interface. On the left, a configuration panel for the 'Reviews' widget is highlighted with a red border. The panel includes the following settings:

- Layout:** Modern, Classic, Bootstrap, Custom
- Layout:** (Dropdown arrow)
- Container:** (Dropdown arrow)
- Text:** (Dropdown arrow)
- Reviews:** (Dropdown arrow)
 - Display reviewer's name
 - Display review site icon
 - Add business details to Schema
 - Date format:**
 - MMDDYYYY
 - DDMMYYYY
 - Hidden
 - Reviews character count:**
 - 140 characters
 - 280 characters
 - Background:** #FFFFFF
 - Corner radius:** 6 px
 - Customize border
 - Customize shadow
 - X:** []
 - Y:** 2
 - Blur:** 5
 - Spread:** 3
 - Color:** #0000001A

On the right, a preview of the widget shows three review cards:

- Lizz Updegraff:** Amanda Cubit was an amazing and supportive lawyer. She is incredibly responsive, sympathetic and understanding. She is everything I needed in... [Read More](#) (5 stars, 05.21.2021)
- Becky Beasley:** Amanda Cubit took care of my case and kept me sane during a stressful period. The caliber of her work is excellent and the team kept me informed... [Read More](#) (5 stars)
- Sammy:** The best - highly recommended Sodoma (5 stars, 04.21.2021)

At the bottom of the interface, there are navigation buttons: '< Back', 'Select Reviews >', 'Widget Design', and 'Finish >'.

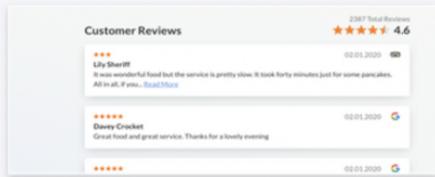
When you're happy with your widget's appearance, click 'Finish' in the bottom right-hand corner to complete the process and save your settings.

That's it — you're all set! Your embed code will now be available (as shown below), ready for you to place on your own website.

View Report: **Reputation Manager**

Monitor Reviews Get Reviews **Showcase Reviews**

Showcase Reviews



List Widget

Display reviews in an ordered, customizable list

```
<div data-embed-placeholder="7382">
<script src="https://www.local-marketing-reports.com/external/showcase-reviews/embed/1325ef5ac7a9d092f76b371" />
</script>
</div>
```

Edit Widget

Copy Code



Carousel Widget

Display reviews in a compact animated carousel

Create

```
"reviewRating": {
  "@type": "Rating",
  "ratingValue": "5"
},
"name": "Absolutely sublime b
"author": {
  "@type": "Person"
```

JSON Feed

Use just the review data only to completely customize the layout to fit your interface's code the way you want it

Create