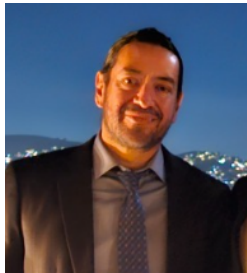




# Google Store Ratings Complete Guide

A practical guide for ecommerce owners, marketers, and agencies.



**Author: Francisco Meza**

Founder of Planet Marketing

Digital advertising & review automation specialist

## **Planet Marketing (dba)**

Owned by CiscoKid Enterprises LLC

Phone: 1-619-332-2345 (text message only)

Book a strategy call: <https://go.planetmarketing.com/widget/bookings/planetmarketing>

Contact form: <https://planetmarketing.com/contact/>

## **Mailing Address**

Planet Marketing

374 E H St STE A648

Chula Vista, CA 91910

## **Useful Links**

Shopper Approved Demo: <https://results.shopperapproved.com/start>

Full guide online: <https://planetmarketing.com/google-store-ratings/>

# Increase Ad Performance with Google Store Ratings

Google Store Ratings (formerly Google Seller Ratings) are star ratings that appear on Google Ads and Google Shopping. They help increase click-through rates, lower cost-per-click, and build instant trust with shoppers. This guide explains exactly how they work, how to qualify, and which review partners give the highest return on investment.

👉 **Want to collect Google Store Ratings fast?**

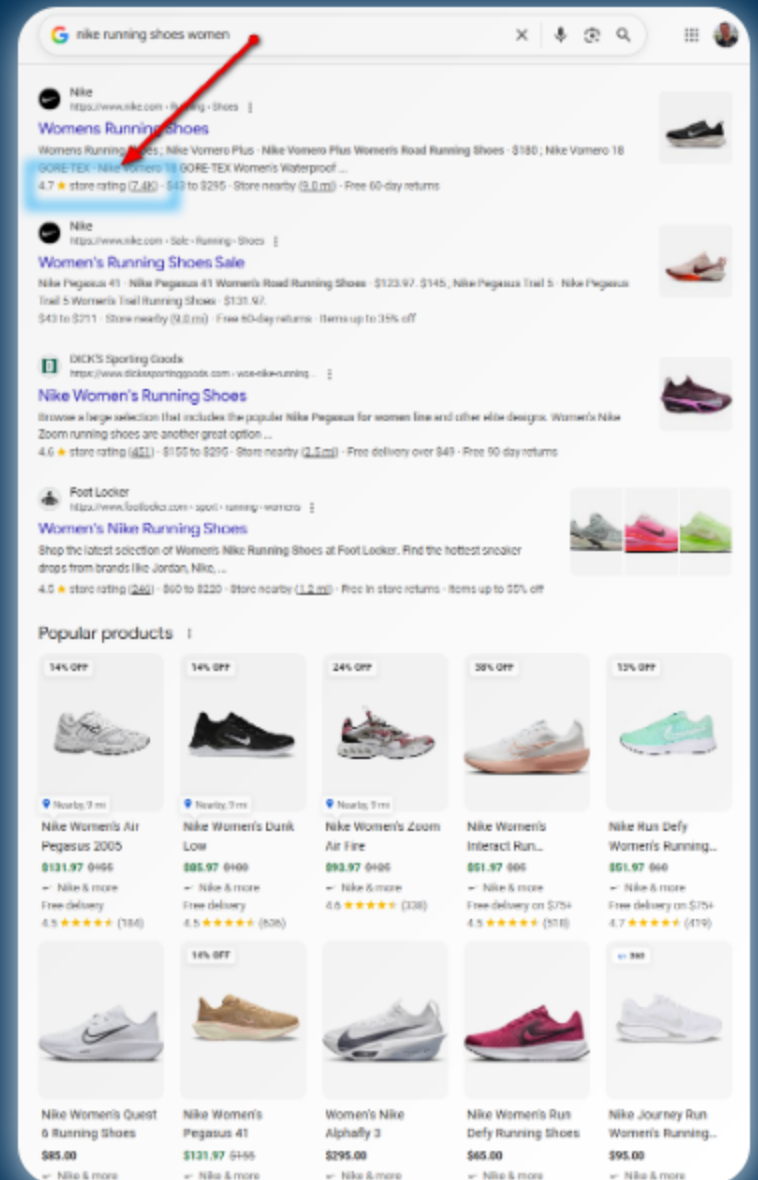
Get a free Shopper Approved demo and see how quickly you can activate stars on your ads.

📄 **Download PDF Guide (Free)**

"Perfect for reading/sharing later with your team."

**START WITH THE BEST COMPANY**

**CONTACT AN EXPERT**



Google Store Ratings example shown for Nike.com — star ratings appear on business-level results, not product listings.

## Table of Contents

- [What Are Google Store Ratings?](#)
- [Store Ratings vs. Product Ratings \(What's the Difference?\)](#)
- [What Google Store Ratings Look Like](#)
- [Google Store Ratings: Free or Paid?](#)
- [Advantages of Using Google Store Ratings](#)
- [Criteria to Qualify for Google Store Ratings](#)
- [Why Your Store Ratings Aren't Showing](#)
- [Important Note](#)
- [How to Acquire Google Store Ratings](#)
- [Top Google 3rd-Party Review Partners](#)
- [Choosing the Right 3rd-Party Review Partner](#)
- [How to Achieve a High Store Rating Average](#)
- [Businesses That Benefit Most From Store Ratings](#)
- [FAQs About Google Store Ratings](#)
- [Final Thoughts on Choosing a Store Ratings Partner](#)
- [Google Store Ratings Partners \(Updated November 2025\)](#)
- [Related Google Ratings](#)
- [About the Author – Francisco Meza](#)

## What Are Google Store Ratings?

Google Store Ratings are **automated star ratings** that Google displays on:

- Google Search text ads
- Google Shopping ads
- Free product listings

They reflect your **overall store experience**, not individual products.

**Why they matter:**

Store Ratings can significantly increase your click-through rates on Search and Shopping ads by giving shoppers instant trust before they ever visit your site.

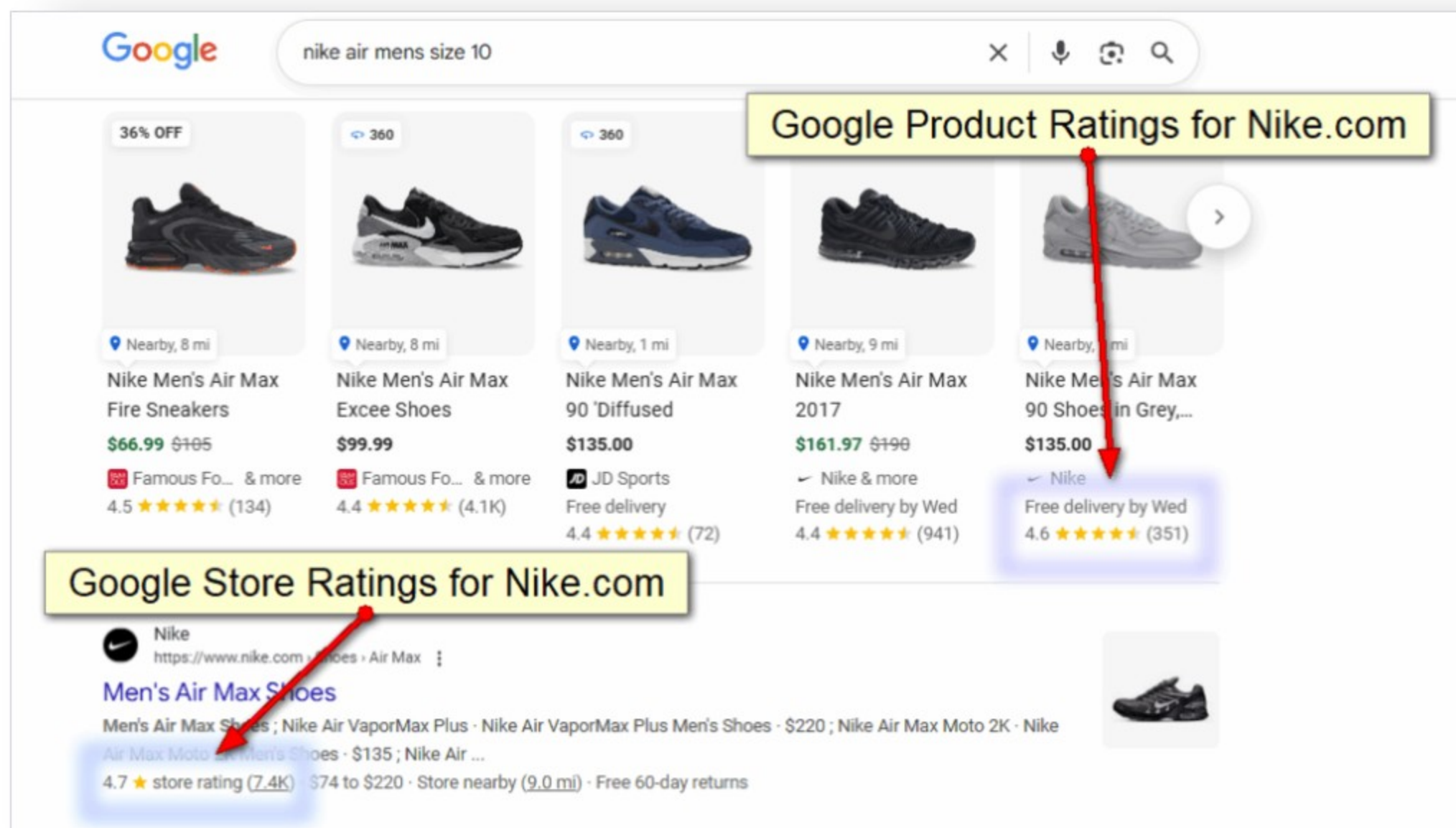
Google aggregates these ratings from:

- Approved 3rd-party review providers
- Google Customer Reviews
- Google's own surveys & feedback programs

## Store Ratings vs. Product Ratings (What's the Difference?)

Many businesses confuse Google Store Ratings with Google Product Ratings, but they serve completely different purposes.

**Store Ratings are business-level ratings** that appears on Google organic and text ads. Product Ratings are at the **product-level** and appear on Google Shopping Sponsored ads and Google Shopping organic. Here's a quick visual comparison:



This screenshot shows how Google displays two different types of ratings: **Store Ratings** (for the business) and **Product Ratings** (for individual products). Nike.com displays both on the same results page.

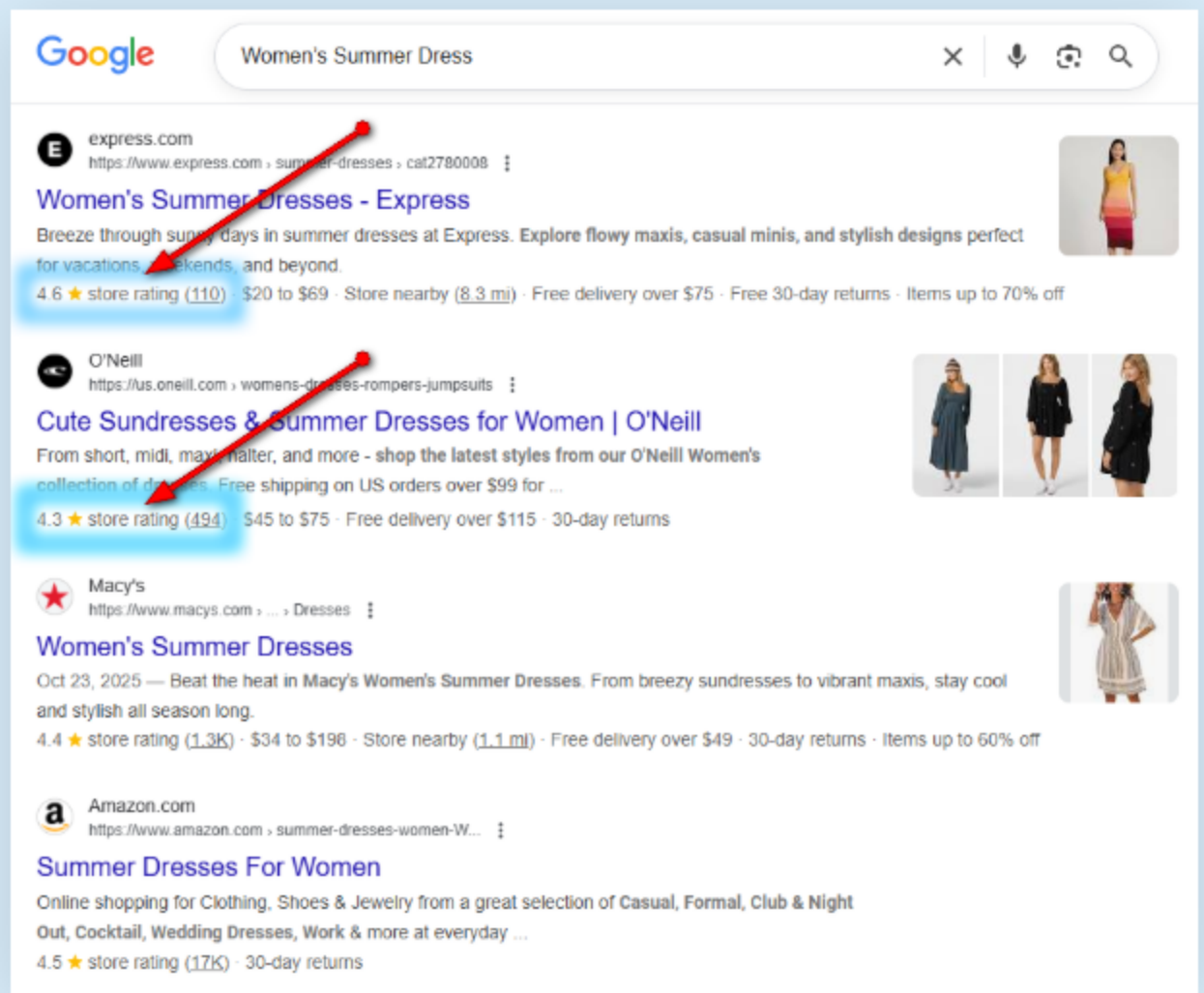
👉 Want stars on your product listings? Read the full guide here: [Google Product Ratings](#).

# What Google Store Ratings Look Like

Store Ratings display directly in Google’s organic search results as:

- ★ A 1–5 star rating
- The number of verified reviews
- Occasional descriptors (“On-time delivery”, “Customer service”, etc.)

These starred results appear on both mobile and desktop, making Store Ratings one of the *highest-impact visibility boosts* available to ecommerce brands — often increasing organic CTR by 15–25%.



“These are Google Store Ratings — Shopper Approved helps merchants earn these stars in organic search.”

## Google Store Ratings: Free or Paid?

Two ways to qualify:

### Free — Google Customer Reviews

- Limited review volume
- Slower collection speed
- Requires a developer for integration
- No control over when Google triggers surveys
- Works best for businesses with in-house development resources




### 3rd-Party Review Partners (like Shopper Approved)

- Faster, higher-volume review collection
- Fully automated feeds sent to Google
- No development work required
- Website widgets included
- Far more predictable results (higher eligibility + steady rating flow)

Either method can qualify your store for Google Store Ratings — the difference is the speed, volume, and reliability of review collection.


You can also add review stars to your organic product pages using Google Rich Snippets. [Here's the guide.](#)

# Comparison Pricing Table

Provider	Monthly Review Requests	Monthly Cost	Best For
 	Unlimited	<b>\$119/mo</b>	 Best overall — fastest activation, unlimited review requests, no credit card required. <a href="#">Visit Shopper Approved.</a>
Verified Reviews	400	\$99/mo	Small Businesses. <a href="#">Visit Verified Reviews.</a>
Trustpilot	200	\$299/mo (\$3,588 upfront)	High-volume brands. <a href="#">Visit Trustpilot.</a>
Yotpo	500	\$169/mo	Enterprise. <a href="#">Visit Yotpo.</a>
Feefo	200	£149 /month + VAT	For UK customers. <a href="#">Visit Feefo.</a>
Google Customer Reviews	Unlimited	Free	Requires developer. <a href="#">Visit Google Customer Reviews.</a>

**Note:** All providers listed above are Google-approved partners for submitting Store Ratings.

Providers that support Product Ratings include Shopper Approved, Verified Reviews, Yotpo, Trustpilot, and Feefo. Google Customer Reviews does not support product-level reviews.

 **Want the fastest way to get Google Store Ratings?**

 Get a free Shopper Approved demo — recommended by 90% of ecommerce brands.

[Get Started](#)

## Advantages of Using Google Store Ratings

Each advantage is a small lift on its own — together they create a major boost in visibility and revenue.

---



## Higher Click-Through Rates

Star ratings draw more attention to your ads and organic results, increasing the percentage of searchers who click through to your site.



## Lower Cost-Per-Click (CPC)

Higher CTR improves your Quality Score, which can lower your average CPC and make your ad spend go further.



## Better Ad Rank (Higher Placement)

When your ads get more engagement, Google rewards them with higher placement — often above competitors with no stars.



## Higher Conversion Rates

Shoppers who click on star-enhanced ads are more confident and more likely to complete the purchase once they land on your site.



## Competitive Edge

If your store displays stars and competitors don't, your listings instantly appear more trustworthy — giving you a measurable advantage in crowded search results.

## Criteria to Qualify for Google Store Ratings

To show Google Store Ratings in your ads and free listings, your business must meet Google's eligibility criteria for rating volume, quality, domain match, and country-specific review data.

---

## Eligibility Requirements

To be eligible for Google Store Ratings:

### ★ 1. Ratings Threshold

- Minimum **3.5-star average** required for **Search Ads**
- Free listings **can show ratings even below 3.5 stars**
- Ratings are calculated **per country** (US ratings do not apply to CA, UK, AU, etc.)

### ★ 2. Required Review Volume

- At least **100+ eligible reviews** collected within the **last 24 months**
- Reviews must come from:
  - **Google Customer Reviews**, OR
  - An **approved 3rd-party review partner** (like Shopper Approved)

### ★ 3. Domain Match

- The **visible ad URL** must match the **domain where Google has the ratings**  
(*example.com* ≠ *shop.example.com* ≠ *example.co.uk*)

### ★ 4. Relevancy Requirement

- Google may suppress ratings if your feedback is **not related** to what's being advertised

### ★ 5. Alternate Qualification Path

- Google may qualify a merchant through **their own research evaluation**, even without 100+ reviews

## ✓ Quick Eligibility Checklist

Checklist:

- ✓ 100+ recent reviews (**last 24 months**)
- ✓ 3.5 stars or higher (for Search Ads)
- ✓ Reviews collected from correct country
- ✓ Using GCR or an approved review partner
- ✓ Visible URL domain matches your rating domain
- ✓ Reviews relevant to what is being advertised

## Why Your Store Ratings Aren't Showing

Even if you meet Google's eligibility criteria, your store ratings may not always appear. Google applies additional filters, timing rules, and relevance checks that can temporarily prevent stars from showing in your ads.

## Most Common Reasons Store Ratings Don't Show

### 1. Not Enough Recent Reviews

Google requires **100+ eligible reviews in the last 24 months per country**.

If your reviews are older or from other countries, stars will not show.

### 2. Average Rating Below 3.5 Stars (For Search Ads)

If your composite rating drops below **3.5**, Google hides stars in text ads.

*(Free product listings may still show ratings.)*

### 3. Slow or Delayed Sync From Review Partners

Google updates store ratings **every 24–72 hours**.

New reviews may not appear immediately — this is normal.

### 4. Domain Mismatch

Google only shows ratings for the **exact domain** that earned them.

Examples that *will not show stars*:

- example.com ≠ shop.example.com
- example.com ≠ example.co.uk
- example.com ≠ example-store.myshopify.com

### 5. Insufficient Data for a Specific Country

Ratings are **country-specific**.

You may have U.S. ratings, but not enough for CA, UK, AU, etc.

### 6. Irrelevant or Unrelated Feedback

If Google believes the reviews do not match the product/service advertised,

they may **suppress** the stars.

### 7. New Account or Recently Launched Campaign

Stars may not appear for the first **few days** of new campaigns or new Google Ads accounts.

## How to Fix It (Action Checklist)

#### Checklist:

- ✔ Confirm you have **100+ eligible reviews** in the last 24 months
- ✔ Confirm your average rating is **3.5+** (for Search Ads)
- ✔ Check that reviews are from the **correct country**
- ✔ Verify your **ad URL domain matches your rating domain**
- ✔ Visible URL domain matches your rating domain
- ✔ Wait up to **72 hours** for Google's ratings refresh
- ✔ Ensure reviews clearly relate to what you advertise
- ✔ Verify your review provider is **Google-approved**
- ✔ If you recently migrated domains → expect delays
- ✔ If you recently launched new campaigns → allow time for approval

## Important Note

Google does *not* guarantee that store ratings will always appear.

Even eligible merchants may experience occasional fluctuations based on Google's ranking, relevancy, and freshness algorithms.

# How to Acquire Google Store Ratings

## Option 1: Google Customer Reviews (Free)

### Pros:

- Free
- Unlimited survey requests

### Cons:

- Requires developer integration
- Survey **opt-in rate is very low** (many customers ignore the popup)
- Tracking can break when checkout pages or scripts change
- Slow, unpredictable review volume
- **Does not support Google Product Reviews**

### Best for:

Businesses with an in-house developer and no urgency to reach 100 reviews.

## Option 2: 3rd-Party Review Partners (Paid)

### Pros:

- **Fastest way to hit the 100-review requirement**
- Enterprise-grade feed reliability (trusted by Google)
- Review widgets + social proof tools
- Moderation + analytics
- Supports both **Store Ratings & Product Ratings**
- **No coding or developer needed**
- Predictable, continuous review volume

### Best for:

All eCommerce + service businesses that want reliable stars in Google Search and Shopping.

## Top Google 3rd-Party Review Partners

Shopper Approved is our top recommended partner for Google Store Ratings because it delivers unlimited review requests, includes Product Ratings, and consistently produces the fastest path to 100 verified reviews. It's the best choice for most e-commerce businesses.



# \$179/mo

- ✔ Google Store Ratings
- ✔ Google Product Reviews
- ✔ Q&A Software
- ✔ Reputation Management
- ✔ Video Reviews
- ✔ Website Security
- ✔ Social Evidence

**45-Day FREE Trial!**

## Unlimited Reviews!!!

For every 100 email review requests, you can expect 27–33 verified reviews. Shopper Approved also has the lowest cost-per-review.

Shopper Approved is an all-in-one review platform designed to increase trust, traffic, and conversions. Their integrated tools help you collect more reviews, build stronger social proof, and improve your store's overall credibility.

Through direct partnerships with Google and Bing, your rating stars can appear in search results — leading to up to **107% more clicks** and **44% more sales**. With an easy setup and proven results, Shopper Approved is one of the most effective ways to boost your online performance

## Seamless Integrations



**\$99/mo**

- ✓ Google Store Ratings
- ✓ Google Product Reviews
- ✓ For Small/Enterprise Businesses
- ✓ For Service-Based Companies
- ✓ For Ecommerce Companies

[Visit Verified Reviews](#)

### 400 Review Requests Per Month

Pricing is based on # of orders.

Verified Reviews helps businesses collect and manage customer reviews. Their service operates in 44 countries and 17 languages. They automate the process of sending surveys to customers after they make a purchase, and they moderate the reviews to ensure they are genuine and appropriate.

Verified Reviews can then publish these reviews on Google My Business, Google Shopping, and other platforms to boost a business's online presence.



**yotpo.**

**\$169/mo**

- ✓ Google Store Ratings
- ✓ Google Product Reviews
- ✓ For Enterprise Businesses
- ✓ For Ecommerce Companies

[Visit Yotpo](#)

### 500 Review Requests Per Month

Pricing is mainly based on monthly orders.

Yotpo is a company that helps businesses leverage the power of customer reviews to drive sales and build trust with their customers [Yotpo Reviews]. They offer a suite of tools that include collecting high-quality reviews, managing and analyzing them, and then strategically displaying them across various platforms like a company website or Google Shopping. Yotpo even provides features to analyze customer sentiment and identify trends in the reviews to help businesses gain valuable insights and improve their products and marketing strategies.





\$299/mo

- ✔ Google Store Ratings
- ✔ Google Product Reviews
- ✔ For Enterprise Businesses
- ✔ For Ecommerce Companies
- ✔ For Service-Based Companies

Visit Trustpilot

200 Review Requests Per Month

Subscriptions must be paid upfront annually

Trustpilot for Business is a robust platform designed to help companies collect, manage, and showcase customer reviews. Trustpilot is AWESOME if you have a high-volume eCommerce website doing 10,000+ transactions per month. It's built for medium to large-sized businesses.

Businesses can attract new customers by showcasing reviews through widgets, social media tools, and marketing assets. The platform offers features like review invitations, response management, SEO benefits, and detailed analytics to gain insights from customer feedback. Integration with tools like Salesforce, Shopify, and WooCommerce further enhances its utility for businesses.



£149 /month

- ✔ Google Store Ratings
- ✔ Google Product Reviews
- ✔ For Enterprise Businesses
- ✔ For Ecommerce Companies
- ✔ For Service-Based Companies

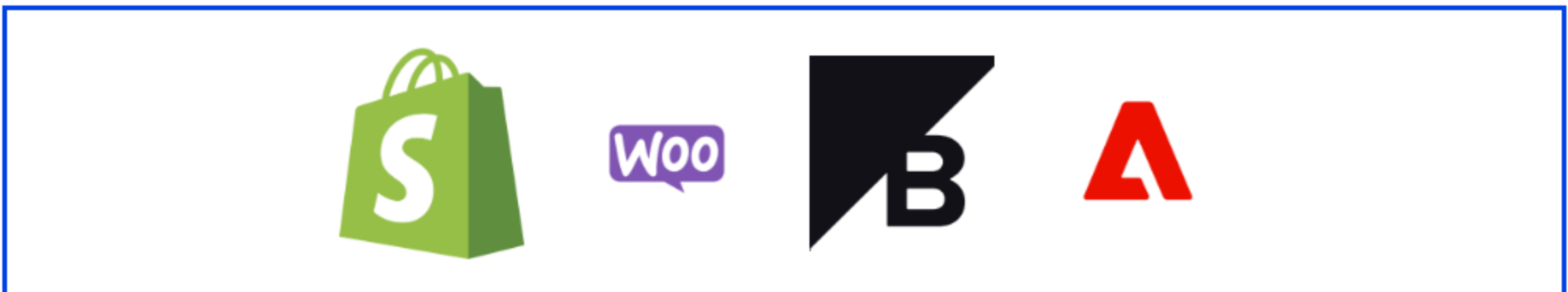
Visit Feefo

200 Review Requests Per Month

Headquartered in UK

Feefo is a leading customer feedback platform that helps businesses collect genuine, verified reviews. With its advanced tools and analytics, Feefo enables companies to enhance their reputation, improve customer relationships, and boost sales.

The platform offers customizable review requests, insightful reporting, and seamless integrations with various e-commerce and marketing systems. Feefo's focus on authenticity and transparency ensures that customer feedback is reliable and valuable for business growth.





\$0/mo

- ✓ Google Store Ratings
- ✓ For Small/Enterprise Businesses
- ✓ For Ecommerce Companies
- ✓ Google Product Reviews
- ✓ For Service-Based Companies

[Visit Google Customer Reviews](#)

## Unlimited Review Requests Per Month

You'll have to hire your own programmer!

Google Customer Reviews allow merchants to collect valuable feedback from customers. After making a purchase, customers can opt-in to receive a survey about their shopping experience. The reviews collected contribute to a merchant's overall store rating, which can be displayed on their website and in Google Shopping. This helps build trust and attract more customers.

For a complete breakdown of all approved Store + Product Rating providers, see the [full list here](#).

## Choosing The Right 3rd-Party Review Partner

Choosing the right review partner ensures you get Google-eligible ratings without overpaying for features you don't need. The goal is simple: pick a provider that matches your business size, budget, and advertising strategy.

**If your main goal is to get stars on Google Ads fast → Shopper Approved is the best choice for 99% of businesses.**

### Choosing The Right 3rd-Party Review Partner

When selecting a third-party review partner, prioritize providers that match your business goals, budget, and the type of ratings you need. Although Google approves 29+ global review aggregators, many focus on specific regions or languages (Japanese, Dutch, German, French, Spanish, etc.).

For English-speaking businesses, the list narrows to five leading providers. Choose one that delivers the features you actually need — and avoid paying for add-ons that won't impact your visibility or performance.

### Quick Tip

Using a 3rd-party review partner delivers the strongest ROI when paired with an active Google Ads strategy.

If you're not running Google Ads, store ratings may not provide enough benefit to justify the cost.

But if you *are* running ads, store ratings can significantly increase clicks, trust, and conversions.

Remember: Google also maintains a separate list of **24 approved “Product Ratings” providers** for Google Shopping PLA ads (basically for eCommerce).

## TAKE NOTE — Before Choosing a Review Partner

Many review services offer the same fundamental features but package them differently. Focus on what actually improves visibility and revenue — not on unnecessary upsells.

Keep these points in mind:



### Google controls the Store Ratings program.

All providers must submit data using Google’s standardized XML feed, meaning you’re paying for *delivery and reliability*, not special access.



### Your primary goal: get stars on your Google Ads.

Skip add-ons unless they deliver real business value.



### Don’t pay for features you won’t use.

For example — if you don’t need loyalty programs, referrals, or heavy CRM tools, skip them and save money.

## How to Achieve a High Store Rating Average

Clients often ask this question, and the answer is simpler than you might think. One key reason businesses struggle with low ratings is failing to ask for reviews. Remember, unhappy customers are more likely to leave feedback, so it’s up to you to encourage satisfied customers to share their experiences. Here’s how you can boost your store ratings effectively and quickly:

## Send Review Requests Only to Satisfied Customers

Targeted review requests maximize the likelihood of receiving positive feedback, reinforcing your brand's reputation without amplifying negativity.

Ensure your chosen review partner can generate a unique URL for past customer surveys. Use this link to send a targeted email blast specifically to happy customers. This approach helps offset poor ratings with positive feedback.

## Engage With Unsatisfied Customers

Addressing negative feedback shows customers that you care about their experience, which can often improve their perception of your brand.

Reach out to customers who've left negative reviews and offer to resolve their issues. Ask if they'd be willing to update their review after you resolve their issue. Many customers are happy to revise a rating once they feel heard.

## Ask for a Positive 5-Star Rating

Setting clear expectations in your review request ensures customers understand the importance of their positive feedback while offering an open door for resolution.

Leverage email templates from your review software to politely request a five-star rating. Include a fallback option by inviting unhappy customers to reply to your email so you can resolve their concerns directly. Example: *"If you enjoyed your experience, we'd love a quick 5-star review. If anything wasn't perfect, reply to this email and we'll fix it right away."*

## Businesses That Benefit Most From Store Ratings

Store Ratings are especially effective for businesses that rely on online discovery, comparison shopping, and reputation-driven purchasing decisions.



### E-Commerce Companies

Store Ratings work exceptionally well for brands selling physical products online. Examples:

- ✔ **Shopify**
- ✔ **WooCommerce**
- ✔ **BigCommerce**
- ✔ **Magento**
- ✔ **Wix**
- ✔ **Squarespace**
- ✔ **PrestaShop**
- ✔ **OpenCart**
- ✔ **Volusion**
- ✔ **Miva**
- ✔ **Shopware**
- ✔ **JTL Shop**
- ✔ **Gambio**
- ✔ **Salesforce CC**
- ✔ **Shift4Shop**

Most ecommerce platforms natively support Google Store Ratings through 3rd-party review partners.



### Service-Based Businesses

Store Ratings help service businesses increase trust and boost click-through rates in search ads.

Examples include:

- ✔ Lawyers
- ✔ CPAs & Accountants
- ✔ Real Estate Agents & Lenders
- ✔ Insurance Brokers
- ✔ Catering Companies
- ✔ Health & Wellness (chiropractors, yoga, trainers, massage)



### Businesses That Typically Don't Use Store Ratings

These industries rely more on local reviews (Google Business Profile, Yelp, etc.) rather than ecommerce-style ratings:

- ✔ Bars
- ✔ Breweries
- ✔ Restaurants (sit-down & fast food)
- ✔ Auto Repair
- ✔ Cafés

★ **Increase CTR, lower CPC, and build trust all at once.**

👉 Activate your Google Store Ratings today with the fastest Google-approved partner.

[Get Started](#)

## FAQs About Google Store Ratings

Can Google Store Ratings Impact My Organic Search Results?	+
How Long Does It Take for Google Store Ratings to Appear?	+
Can Store Ratings Be Displayed on Mobile Ads?	+
Are Google Store Ratings the Same as Product Ratings?	+
Do I Need a Google Business Profile to Use Store Ratings?	+
How do the 29 Google-Approved review partners differ?	+
How Do Store Ratings Affect Cost-Per-Click (CPC)?	+
Can I Customize How Store Ratings Are Displayed?	+
Can Small Businesses Benefit From Google Store Ratings?	+
Are Store Ratings Automatically Enabled Once I Meet the Requirements?	+

## Final Thoughts on Choosing a Store Ratings Partner

The right Store Ratings partner depends on your goals, budget, and technical resources. For most businesses, simplicity and cost-efficiency matter far more than advanced features you may never use.

If your primary objective is to **get stars on your Google Ads quickly**, choose a provider that offers:

- fast review collection
- reliable XML feed delivery
- easy onboarding
- reasonable pricing



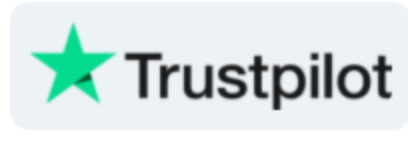
### Best for Most Businesses

- Fastest review volume
- Easiest setup
- Supports Store + Product Ratings
- Best cost-per-review
- 👉 **Recommended for 90% of businesses**



### Best Budget-Friendly Option

- ~\$99/mo
- 400 reviews/mo
- Simple onboarding
- Good moderation tools
- 👉 **Top pick for small and mid-sized ecommerce brands**



### Best Enterprise / Premium Choices

- Advanced features
- Robust analytics
- Global presence
- Strong brand trust
- 👉 **Ideal for high-volume ecommerce or brands spending \$30k/mo+**

These are the three best Google-approved Store Ratings providers based on budget, features, and business size.

**Google Customer Reviews** is the most cost-effective option *only* if you have an in-house developer to handle the coding and XML integration.

## Additional Notes & Detailed Recommendations

Most businesses fall into one of three groups:



### Small & Mid-Size Ecommerce Brands

Shopper Approved or Verified Reviews offer the best balance of pricing, features, and ease of setup.

Expect ~\$99–\$179/mo depending on plan.



### Large Brands / Complex Requirements

Yotpo and Trustpilot offer deeper analytics, stronger integrations, and enterprise-level ecosystems—ideal for brands spending \$30k+/mo on paid ads.



### Businesses With In-House Developers


Google Customer Reviews can be the cheapest option *if* you have a developer to handle XML feed setup and troubleshooting. Otherwise, development costs often outweigh the savings.

## Google Store Ratings Partners (Updated November 2025)

### Google Store Ratings Partners (Updated November 2025)

Google currently supports **29 approved third-party review partners** that can collect and submit Store Ratings to Google Ads. All partners meet Google’s feed and authenticity requirements, but pricing, features, and review volume vary widely. Below is the updated list from Google, with Shopper Approved, Verified Reviews, and Yotpo among the most commonly used options for eCommerce brands.

Search providers by name, country, or description...

Company	Country	Language	Description
Ausgezeichnet.org	Germany	German	German review platform providing authentic customer feedback.
Bazaarvoice	USA	English	Review and UGC platform used by major retailers.
Birdeye	USA	English	Customer experience and review generation platform.
Bizrate Insights	USA	English	Collects customer satisfaction and post-purchase feedback.
eKomi	Germany	English, German	Independent provider of verified customer reviews.
Feedaty	Italy	Italian	Italian platform specializing in verified reviews.
Feedback Company	Netherlands	Dutch, English	Helps collect and display customer feedback.
Feefo	UK	English	Verified customer reviews and analytics platform.
KiyOh	Netherlands	Dutch, English	Customer review platform for EU-based companies.
Klantenvertellen	Netherlands	Dutch	Dutch customer satisfaction and feedback provider.
Okendo	Australia	English	Popular Shopify review app for ecommerce brands.
PowerReviews	USA	English	Enterprise-level customer ratings and review software.
ProductReview.com.au	Australia	English	Australia's largest consumer review platform.
RA Trustvox	Brazil	Portuguese	Brazilian platform for verified customer reviews.
Reco.se	Sweden	Swedish	Swedish review and rating platform.
Reputation.com	USA	English	Reputation management and reviews platform.
ResellerRatings	USA	English	Verified review platform for ecommerce retailers.
Reviews.io	UK	English	Review platform with UGC and video review support.
Reevoo	UK	English	Verified reviews and brand trust platform.
 <b>Shopper Approved</b>	<b>USA</b>	<b>English</b>	<b>Best for most ecommerce brands. Fastest review growth.</b>
ShopVote.de	Germany	German	German review and rating platform.
ShopAuskunft	Germany	German	German ecommerce-focused review provider.
Sitejabber	USA	English	Consumer review site for online businesses.
Stamped.io	Singapore	English	Reviews + loyalty platform for ecommerce brands.
Trusted Shops	Germany	German, English	Reviews + trustmark + buyer protection.
Trustpilot	Denmark	English, Danish	Global customer review platform with brand recognition.

TurnTo	USA	English	Ratings, reviews, and Q&A for retailers.
 <a href="#">Verified Reviews</a>	France	English	<b>Budget-friendly Google-approved partner for SMB ecommerce.</b>
Yotpo	USA	English	Enterprise UGC + reviews platform for large brands.

★ **Ready to grow your sales with Google Store Ratings?**  
 👉 Book your free Shopper Approved demo and activate stars on your ads.

[Get Started](#)

## Related Google Ratings

Explore other types of Google ratings and how they appear in search:

- [Google Product Ratings](#) — Stars on Google Shopping product listings
- [Google Reviews \(GBP\)](#) — Reviews on your Google Business Profile
- [Google Review Snippets](#) — Aggregate review stars in organic results



### About the Author — Francisco Meza

Francisco Meza is a digital marketing strategist and the founder of Planet Marketing, which he launched in 2006. With nearly two decades of hands-on experience in Google Ads, SEO, and ecommerce review management, Francisco has helped hundreds of businesses implement Google Store Ratings, Product Ratings, and review automation systems to increase trust and conversion rates.

He has worked extensively with Google-approved review partners—including Shopper Approved, Verified Reviews, Yotpo, Trustpilot, and others—to integrate rating feeds, improve ad performance, and scale ecommerce visibility for clients across the U.S. and Canada.

Francisco manages ongoing Google Ads campaigns for companies such as Gearbox Sports, USCanadaAutoTransport.com and AA Motorcycle Shipping, and creates educational content to help business owners understand Google’s trust signals and rating programs. He also publishes in-depth guides on Google Ratings and ecommerce marketing to help businesses improve trust and visibility.



#### Main Contact Info

Planet Marketing (dba)  
 1-619-332-2345  
[Contact Us](#)

Monday - Friday 7am - 3pm PST

[Book a Calendar Meeting here](#)

#### Business Info

CiscoKid Enterprises LLC  
 CA Secretary of State File #  
 202462418421

Planet Marketing (dba)

San Diego County FBN Name:  
 Planet Marketing

#### About Us

[About](#)  
[LinkedIn](#)  
[Facebook](#)  
[TikTok](#)  
[X.com](#)  
[Instagram](#)

#### Affiliate Program

[Become an Affiliate](#)

#### Mailing Address

Planet Marketing  
 374 E H St STE A648  
 Chula Vista, CA 91910

#### Legal Department

Lee Chen  
 7700 Irvine Center Dr #800  
 Irvine, CA 92618

[Affiliate Login](#)

**Organizations**

[National City Chamber of  
Commerce member](#)

Copyright © 2025 Planet Marketing

Powered by CiscoKid Enterprises LLC

[Terms & Conditions](#) | [Privacy Policy](#) | [Transparent Pricing](#)