



AUSGEZEICHNET.ORG

Wir lieben Bewertungen

# Step-by-Step Instruction

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For an easy application of the **AUSGEZEICHNET.org** features.  
**Professional-Package**



# How to start...



On [www.ausgezeichnet.org](http://www.ausgezeichnet.org), you can access your **dashboard** by logging in (top right) with your email address and password. On the top right corner, you can switch the language to your preferences.

Your **dashboard** provides access to various features, which we will briefly explain in the next steps.

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# The Dashboard



Dashboard

AUSGEZEICHNET.ORG



Login-Mailaddress



Account

Reviews

All-In-One-Function

Rating Link

QR Code

Widgets

Plugins

Mailing Tool

Information

TOTAL RATING

267



TOTAL UNPUBLISHED

0



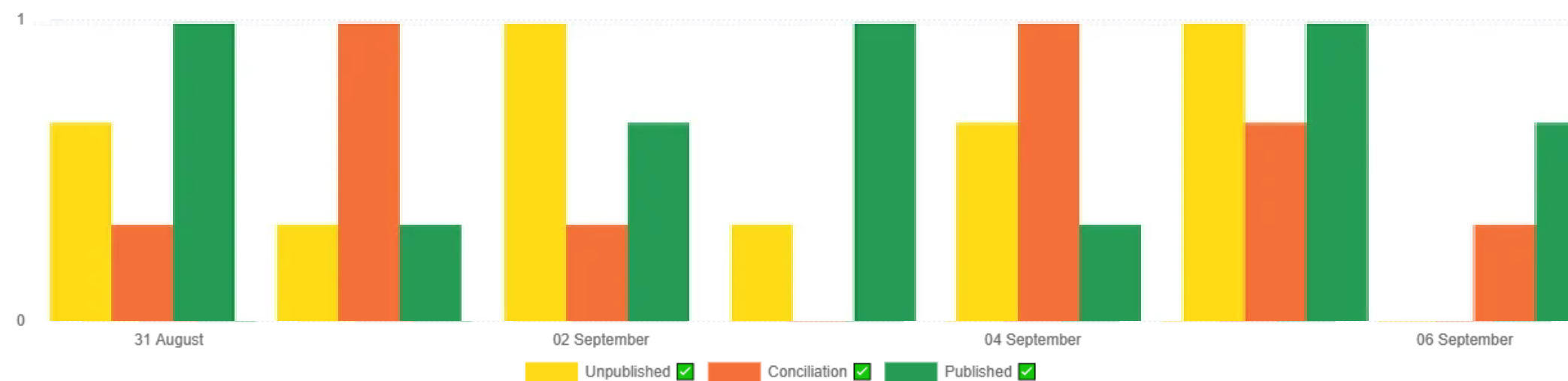
TOTAL CONCILIATION

0



Statistics

Last 7 days



Good

4.23 / 5.00

Mustershop

Account no: 11473

PIN : 3YUKC3

Important Notices

First Steps & more

Latest Ratings

RATING	CONTENT	NAME	STATUS
★★★★★ 5.00 / 5.00	Awesome Service Best service I've ever had -top!	XXX Muster 05/05/2023	Published



# Step 1: Account



In the 'Account' section, you have the option to view and edit your company information (address, phone number, bank details, etc.).

Under the '**Settings**' tab, you can also choose to disable the public review button on your profile page. Additionally, when integrating with external portals, you can decide whether or not to display the total number of reviews. You also have the option to select the language between English or German

The screenshot shows a 'Settings' page with three main sections. The first section is titled 'Show link to review form on profile page?' and contains a blue instruction bar: 'If you do not want to display a link to the evaluation form on your profile page, select "no".' Below this are two radio buttons: 'Yes' (unselected) and 'No' (selected). The second section is titled 'All-in-One Seal: Total number of ratings visible in the seal?' and contains a similar blue instruction bar: 'If you do not want to display the total number of ratings in the rating seal when using the All-in-One function, select "no".' Below this are two radio buttons: 'Yes' (unselected) and 'No' (selected). The third section is titled 'Language' and features a dropdown menu currently set to 'American English'. At the bottom center of the page is a blue 'Save' button.

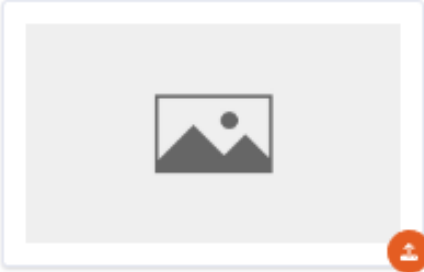
# Step 1: Account



Furthermore, in the 'Account' section, you can also customize your 'public profile' by uploading a company photo or logo and adding a description of your business.

**Public Profile**

**Impressions**  
Impressions are the first thing your customers see when they visit your profile. Use an image that shows your company in the best light.



**Description**  
We recommend that you write at least 200 words about your company. This will help your customers to get to know you better.

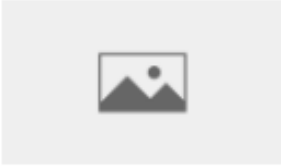
File Edit View Insert Format Tools  
System Font 12pt A B I [text alignment icons] [list icons]

**Preview**

**About: Mustershop**

Description

Impressions



Save

# Step 2: Change billing address



In the 'Account' section, under the 'Billing Address' tab, you have the option to specify a different billing address.

**Billing address**

➔ Here you can enter a billing address that differs from your base data.

Company  
Mustershop GmbH

Salutation  Mr  Ms Title  
---

First Name Last Name  
Max Mustermann

Email  
m.jungandreas@ausgezeichnet.org

Street  
Musterstraße 1

ZIP Code  
12345

City Country  
Musterstadt Deutschland

RESET Save

**Note:** The email address entered here will be automatically used by our system for sending invoices. Please keep your information up to date.

# Step 3: Change data & password



If you click on your email address at the top right of the dashboard, you have the option to view and edit your user data if necessary.

**User Data** Change Password

➔ Here you can customize your login data.

Salutation:  Mr  Ms      Title: ---

First Name: Max      Last Name: Mustermann

Email: m.jungandreas@ausgezeichnet.org

Change Password

Old Password: .....

New Password: .....

Confirm New Password: .....

Change

Save

In this section, you can also 'Change Password'.

# Step 4: Place your seal



In the 'Widgets' section, under the 'Seal' tab, you have the option to place your seal.

There are basically two ways to embed our seal in an HTML template:

The first option is ideal for 'IT novices' and easy to handle: You can choose between placing the seal on the right or at the bottom of the screen. To do this, select 'Seal Configuration' and go to the selection page.

These seal placements are responsive and adapt to different screen sizes. With the 'right screen edge' widget, you also have the option to specify the breakpoint in pixel width. Once reached, the seal will move from the right to the top of the page.

### Seal Configuration

Please decide first for one of our widgets for installation in your homepage, so the placement of the seal.

Widget: right\_normal\_without\_example

**Widget: "Right"**

Use this placement if you want to have your AUSGEZEICHNET.org seal fixed to the right edge.

You may specify the screen size where your widget should move to top so that it doesn't overlap you page content

450 px

Save Cancel





## Step 4: Place your seal

After selecting the desired position and size, click the 'Save' button, copy the HTML code, and paste it into your central HTML template between `<body>` and `</body>`. However, the integration may vary depending on the shopping system.

Place your seal

Configuration

Preview Code

```
<!-- Ausgezeichnet.org-Siegel: Begin -->
<div id="auorg-bg">
  <a href="https://www.ausgezeichnet.org" target="_blank" title="Unabh angige Bewertungen, Kundenbewertungen und G utesiegel von AUSGEZEICHNET.ORG" class="auorg-br">
    <span style="font-size:8px;font-weight:normal;text-transform:uppercase;">AUSGEZEICHNET.ORG</span>
  </a>
</div>

<script type="text/javascript" src="https://siegel.ausgezeichnet.org/widgets/js/4f45266e0cf2c454c0094361/widget.js"></script>
<!-- Ausgezeichnet.org-Siegel: End -->
```

Copy To Clipboard

The second option is recommended for IT professionals. You can also position the seal exactly as desired by selecting one of the 'embedded' options. Copy the HTML code and paste it into the desired location in the HTML template where you want to place the seal.

## Step 4: Place your seal

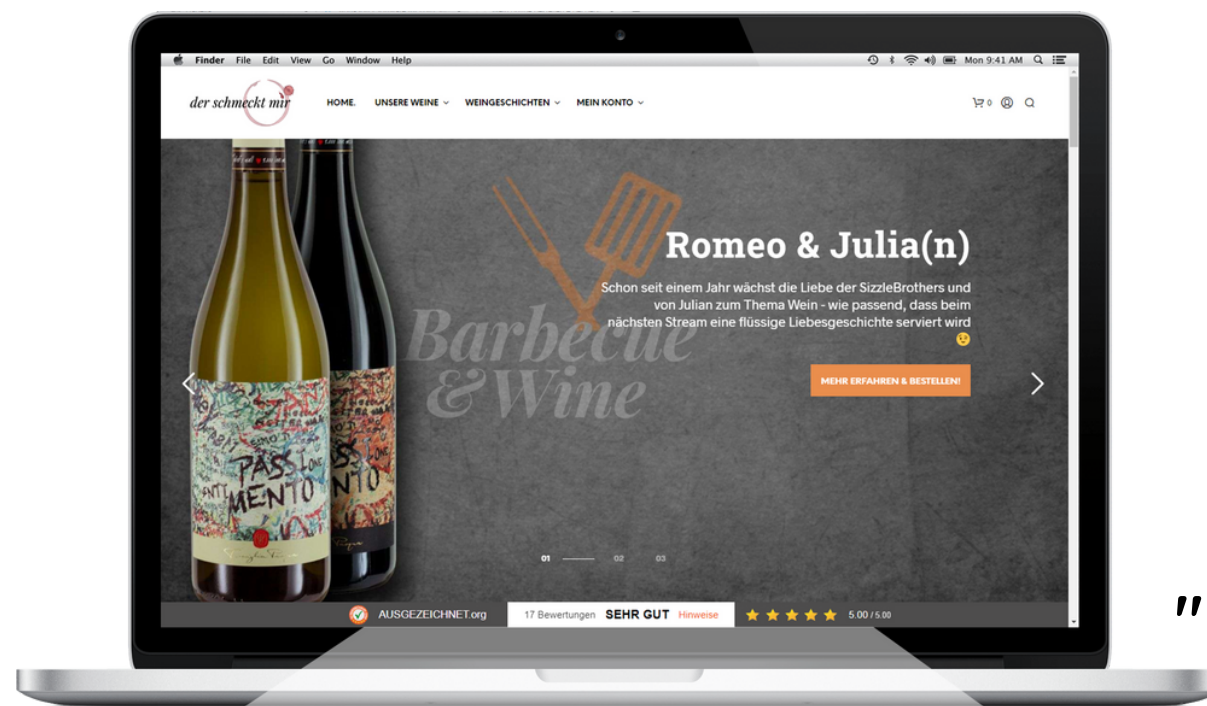
# There are several ways to place your seal



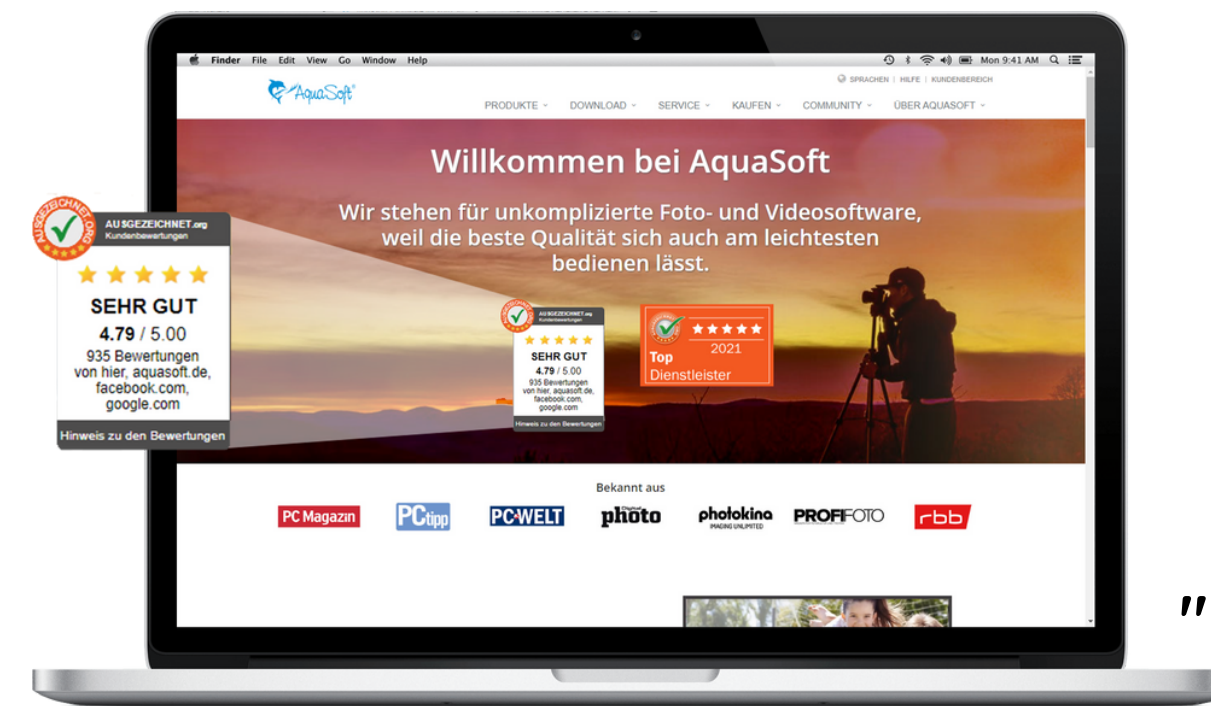
"Fixed right" or  
"Right sidebar"



"Left fixed with  
sample review"



"Footer"



"Embedded"

## Step 4: Place your seal



In the "Widgets" section, under the "Dynamic Seal" tab, you have the option to dynamically display the review seal on your website. You can choose between two display types - square or rounded:

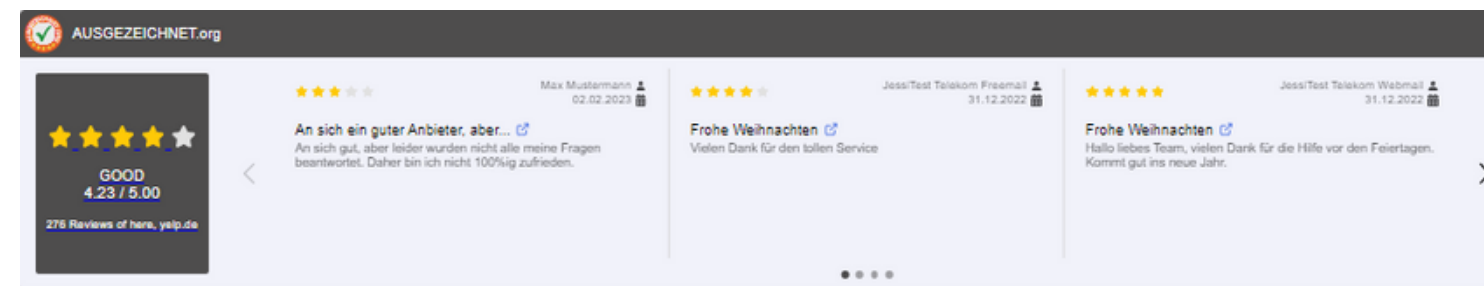
The screenshot displays the 'Place your Dynamic Seal' interface. A 'Dynamic Seal Configuration' dialog box is open, showing 'Basic configuration' and 'Professional configuration' sections. The 'Type' section is highlighted with a red box, showing 'Square' and 'Rounded' options. A 'Configuration' button is also highlighted with a red box. Below the dialog, a preview of the seal is shown, and a detailed view of the seal for 'Mustershop' is displayed, showing a 4.23/5.00 rating and 276 reviews. A red arrow points from the seal to the detailed view.

By clicking on the seal, the viewer will open a detailed page of your profile.

# Step 5: Review Slider



With the Review Slider, you can showcase your 10 latest reviews for your business on your website in a dynamic scroll. This allows your customers and potential customers to easily see and read reviews from others who have used your products or services.



After selecting the "Review Slider implementation" function in the "Widgets" section, you can establish the Review Slider on your website by following these steps:

![Screenshot of the AUSGEZEICHNET.org website builder interface. The 'Widgets' section is highlighted with a red box and contains the following items: 'Review Collector einfü...', 'Ihr Siegel platzieren', 'Review Slider einfügen', 'Widget Seal', 'Dynamic Seal', 'Review Slider', and 'Review Collector'. The 'Review Slider' item is selected. The main content area shows the 'Place your Review Slider' configuration screen with a language dropdown set to 'English (United States)', a 'Preview' tab, and a code editor containing the following HTML and JavaScript code: <pre><!-- Ausgezeichnet.org-Seal: Begin -->
<div id=](https://siegel.ausgezeichnet.org/widgets/js/4f45266e0cf2c454c0094361/reviewSlider.js?global=false&useEnglish=true)



## Step 5: Review Slider

The language selection "German version" allows you to display the slider in German. If you prefer the "English version", switch to it. Copy the HTML code and paste it into your central HTML template between `<body>` and `</body>`. Please note that integration may vary depending on the shop system.

Place your Review Slider

English (United States) ▾

Deutsch (Deutschland)

English (United States)

```
<!-- Ausgezeichnet.org-Seal: Begin -->
<div id="auorg-review-slider-bg">
  <a href="https://www.ausgezeichnet.org" target="_blank" class="auorg-br">
    <span style="font-size:8px;font-weight:normal;text-transform:uppercase;">Ausgezeichnet.org</span>
  </a>
</div>

<script type="text/javascript" src="https://siegel.ausgezeichnet.org/widgets/js/4f45266e0cf2c454c0094361/reviewSlider.js?global=false&useEnglish=true"></script>
<!-- Ausgezeichnet.org-Seal: End -->
```

Copy To Clipboard

### TIP:

If you want to set the size of the Review Slider yourself to match it with the overall design of your website, we recommend that you insert the HTML code into a box in your template.





# Step 6: All-in-One Function



With the All-In-One function, you can enter, edit, or remove up to 3 external review portals (up to 7 portals in the Professional package).

Registering a portal can be done in a few simple steps:

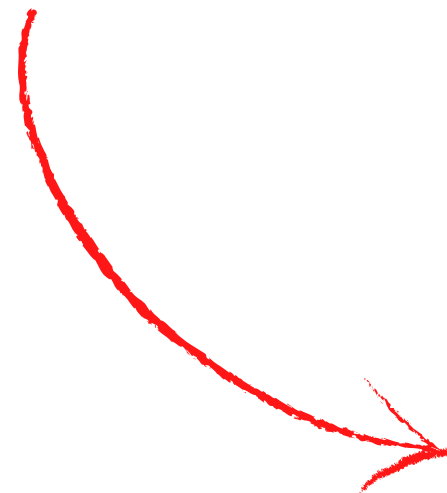
1. In the **left navigation bar**, you will find the **"All-In-One Function"** tab.
2. Clicking on the **"All-In-One Function"** tab will allow you to view and edit your portals.
3. Next to the **"All-In-One Function"** title, you can click on **"Add Portal"** to add your desired portal.

Portal	Rating	Display?	Actions
yelp.de	★★★★★ ( 14 votes , Stand: 28.04.2023 )	<input checked="" type="checkbox"/>	 
facebook.com	★★★★★ ( 0 vote , Stand: 18.10.2022 )	<input type="checkbox"/>	 



## Step 6: All-in-One Function

4. Visit the URL of the portal where the number of ratings and the average rating are stored.
5. Paste the web address under "URL".
6. Click on "Add".



Add external ratings ×

---

Which portals with ratings from you can we integrate into your seal?  
For this, we need the exact link to your profile of the respective portal. This is necessary so that no mistakes occur and you are assigned the correct ratings.

Copy the web address (URL) of your evaluation profile.

Display?  
 Yes  
 No





---

7. **Activation:** We will take care of this step for you. After reviewing your information, we will activate the portal and display it on your profile page. To avoid unnecessary waiting time, please let us know by email or phone as soon as you have added a new portal, so that our team can process it for you promptly.

## Step 6: All-in-One Function



If you want to change the web address of the portal, you can do this under "edit". In addition, there is another function: you can control which portals you want to display and which ones you do not.

All-In-One-Function <span style="float: right;">+</span>			
Portal	Rating	Display?	Actions
yelp.de	★★★★★ ( 14 votes , Stand: 28.04.2023 )	<input checked="" type="checkbox"/>	 
facebook.com	☆☆☆☆☆ ( 0 vote , Stand: 18.10.2022 )	<input type="checkbox"/>	 

**IMPORTANT:** Please note that you must have collected at least one customer review through [AUSGEZEICHNET.org](https://www.ausgezeichnet.org) for the external portals to be displayed in the rating seal.



# Step 7: Place Review Collector



Using the Review Collector, you can collect reviews even more easily. Simply integrate the HTML code provided in your account on your Thank-You page. From now on, after a purchase or order, a pop-up window will appear asking your customer if they want to leave a review.

This is a screenshot of a web browser pop-up window. The title bar shows the AUSGEICHNET.org logo and a close button. The main content area has a light blue background and contains the following text: 'PLEASE RATE US!', 'Were you satisfied? Then please rate us on the independent review platform AUSGEZEICHNET.ORG', and 'Do you want to rate us after receiving the goods?'. Below the text are two buttons: a grey 'NO, THANKS.' button and a green 'YES, I LIKE.' button. At the bottom of the pop-up, there is a dark grey footer with small white text: 'Our apply to evaluation [valuation guidelines](#) Information about data processing can be found [here](#)'.

If your customer agrees, they can enter their email address and receive a review request after a period of time specified by you.

This is a screenshot of a web browser pop-up window. The title bar shows the AUSGEICHNET.org logo and a close button. The main content area has a light blue background and contains the following text: 'Input your email to receive rating'. Below the text is a white text input field containing the placeholder text 'example@gmail.com'. Below the input field are two buttons: a grey 'CANCEL' button and a green 'SEND' button. At the bottom of the pop-up, there is a dark grey footer with small white text: 'Our apply to evaluation [valuation guidelines](#) Information about data processing can be found [here](#)'.

## Step 7: Place review collector



To integrate the Review Collector on your website, you only need to copy the HTML code from the "Review Collector insert" section in the left navigation under "Widgets" and paste it into the template of your Thank-You page between `<body>` and `</body>`. You have the option to integrate the Review Collector in German or English. Simply select the desired language under the flag icon.

Place your collector

English (United States) Configuration

Preview Code

```
<!-- Collector: Begin -->
<div id="myAusgezeichnetModal" class="aus-modal-wrapper">
  <div id="questionDiv" class="aus-modal">
    <div class="aus-header">
      &nbsp;
      <span id="myAusgezeichnetSpan" class="aus-btn-close">&times;</span>
    </div>
    <div class="aus-body">
      <p class="aus-text-please-rate-us" style="font-size: x-large;font-weight: bold">Please rate us!</p>
      <p style="font-size: small;font-weight: bold; line-height: 1.5">Were you satisfied? Then please rate us on the independent review platform <span style="color: rgb(24
      <p class="aus-text-want-rating-question" style="font-size: x-large;font-weight: bold" id="questionTxtId">Do you want to rate us after receiving the goods?</p>
    </div>
    <div class="aus-footer">
      <a id="noLink" class="aus-btn" href="javascript:void(0)">No, thanks.</a> <a class="aus-btn aus-primary-btn" id="yesLink" href="javascript:void(0)">Yes, I like.</a>
      <p style="font-size: small; margin-bottom: 0;">Our apply to evaluation <a target="_blank" style="text-decoration: none;color:rgb(28, 143, 55)" href="https://www.ausg
      <p style="font-size: small">Information about data processing can be found <a target="_blank" style="text-decoration: none;color:rgb(28, 143, 55)" href="www.ausgezei
    </div>
  </div>
</div>
```

Copy To Clipboard

## Step 7: place review collector



Under "**Configuration**", you can set the number of days between your customer entering their email address and the automatic sending of the review request.

The ideal time for this is typically about three days after receipt of the product or service. Therefore, when setting the timing of the review request, please also consider the estimated delivery time.

A screenshot of a 'Configuration' dialog box. The dialog has a title bar with a gear icon and the text 'Configuration'. Below the title bar, the text 'Send email reminder after days' is displayed. A text input field contains the number '7'. At the bottom of the dialog, there are two buttons: 'Save' (blue) and 'Cancel' (grey). A red arrow points from the 'Configuration' title bar to the input field.

# Step 8: QR-Code




With the help of the QR code, you can now collect reviews even more easily and at the same time create more attention for your company and your service.

QR Code

Important information for collecting reviews


**After Fulfillment**



Please use this QR code, if your customer/guest has already received his ordered goods or used your services.

Download Print

**Point of Sale**



Please use this QR code if your customer/guest has already ordered or bought your goods or services, but has not yet received them.

Download Print

To establish the QR code in your business, simply select the "QR Code" function in the left sidebar and "download" or "print" the QR code generated specifically for you.

# Step 9: Rating Link



On the left side of the "Dashboard", you will find the "Rating link" option.

You can insert these links into your automated emails, such as your newsletter or email signature. This allows your customers to leave a review at any time.

**Our Message**

Dear customer,

If there is no plugin available for your shop software or CMS, we have provided you with an example description for manual integration. With this encryption method of the rating link and the additional information "pos" = **point of sale** (rating due direct afer purchase or "af" = **after fulfillment** (rating due eg 3 days after purchase), we increase the value of the reviews to Google and ensure the highest level of protection by encrypting the links (spam ratings).

**Important information for collecting reviews**

**After Fulfillment**

<http://www.ausgezeichnet.org/bewerten-mustershop.de-QR3GU?source=qr&collmethod=af&hash=WE9McGZqaWY4eWVGQzNINU0wOFJPdkQvcnI3Rm9OVVdnV2NCM1B2Qw>

**Point of Sale**

<http://www.ausgezeichnet.org/bewerten-mustershop.de-QR3GU?source=qr&collmethod=pos&hash=WE9McGZqaWY4eWVGQzNINU0wOFJPdkQvcnI3Rm9OVVdnV2NCM1B2Qw>

**Allround Rating Link**

Send this personal rating link to your customers and ask them to provide a rating for you. Three days after receipt of a product or service have proved to be an optimal time

[https://www.ausgezeichnet.org/bewerten-mustershop.de-QR3GU?source=public\\_rating](https://www.ausgezeichnet.org/bewerten-mustershop.de-QR3GU?source=public_rating)

**Note:** This link is not encrypted, so it is not relevant to Google Ads, preferably use our review collector, mailing tool or one of our CMS plugins.

# Step 10: Mailing Tool



With the help of our mailing tool, we enable you to contact your customers personally in a simple and fast way, asking them to leave a review about your service.

**Settings**

Please enter your server access data

Sender Email: office@xc7.de | Server Hostname: sslout.de | Port: 465 | Security: SSL

If the mail server requires authentication, enter a username and password below, otherwise leave blank.

User Name: office@xc7.de | Password: \*\*\*\*\*

**Save and Test**

**Recipient**

? In the following input field, just paste the email addresses to which you want to send the request. You can enter a single address or multiple addresses. If you want to specify multiple addresses, please separate the addresses with a semicolon (;) or just enter one address per line.

Collection Method **Important information**: After Fulfillment **Important information for collecting reviews**

**Subject**: Bitte bewerten Sie Mustershop AG 12345678

**Text**

File Edit View Insert Format Tools

System Font 12pt A B I

Dear Rater,  
I would be very grateful to receive your feedback. Please write a review and share your experience with me and other users.  
Help me to learn from your experience and improve my service.  
Thank you very much for your rating!

**Send to Distributor** **Save email template**

1. Select the "Mailing Tool" tab in the left navigation bar
2. Configure your own mail server in your account (you can update your information under "Account" and "Mail Server")
3. Enter recipients
4. Select the time for the review request
5. Subject (default subject, which you can change if necessary)
6. Text (which you can also customize)
7. Add images and links (if desired)
8. Click the "Send to Mailing List" button and the Mailing Tool will send the request for a review to your existing customers
9. Or "Save Email Template"

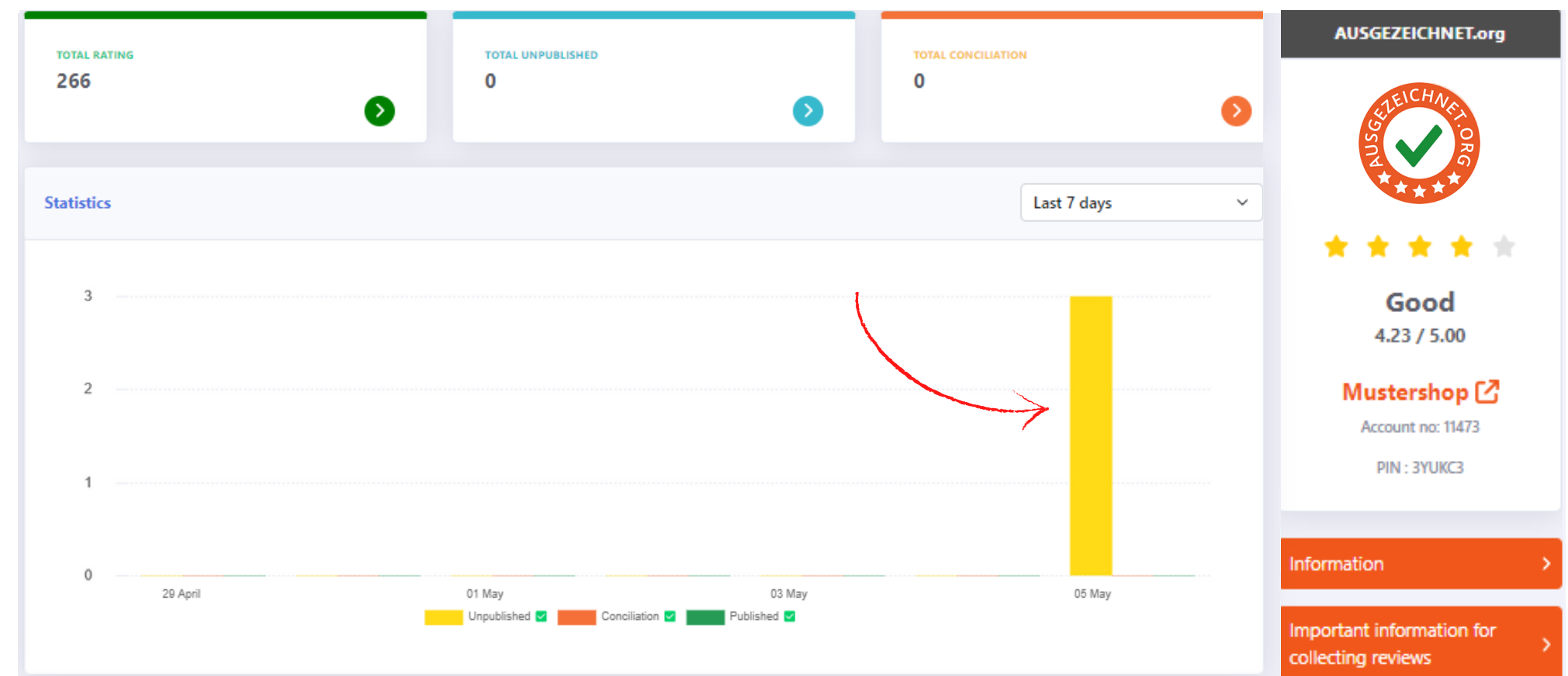
**Note:** To receive as many reviews as possible, we recommend that you send the review link via your own system.

# Step 11: View and approve reviews



As soon as a new review is received, you will be notified by email and will have the option to view it under the "Dashboard" section. All unpublished reviews are displayed under the "Total Unpublished" box.

You also have the option to view the respective review content and release the review immediately by clicking on the yellow bar.



## Step 11: View and approve reviews



Furthermore, under "Reviews" you have the option to view them by status. For example, under the tab "Unpublished Reviews" all reviews that have not yet been published are displayed.

### Review Management

Start	tt.mm.jjjj	End	tt.mm.jjjj	Type	All Reviews	🔍
RATING	CONTENT	NAME	STATUS			
★★★★☆ 02/02/2023	<a href="#">An sich ein guter Anbieter, aber...</a> An sich gut, aber leider wurden nicht alle meine Fragen beantwortet. Dah...	Max Mustermann	Published			
★★★★★ 31/12/2022	<a href="#">Frohe Weihnachten</a> Vielen Dank für den tollen Service	JessiTest Telekom Freemail	Published			
★★★★★ 31/12/2022	<a href="#">Frohe Weihnachten</a> Hallo liebes Team, vielen Dank für die Hilfe vor den Feiertagen. Kommt g...	JessiTest Telekom Webmail	Published			

Here, the entire content of the review can also be viewed and the review can be released immediately.



## Step 11: View and approve reviews



If you are satisfied with the review, click on "Publish" and the review will be publicly visible.

**Publish Review for : Mustershop GmbH**

XXX Muster  
05.05.2023  
**Awesome Service**  
Best service I've ever had -top!

Dispute Publish

**Public Comment**

Type your public comment

Send

**Overview**

**5.00**

★★★★★

Status: Unpublished  
Time: 05/05/2023  
Author: XXX Muster

You are only partially satisfied with the review and would like to add a brief statement to the review? You can do so under "Public Comment".

Certainly, you can also use this opportunity to simply thank your customers for a good review.

# Step 12: Mediation Process



Publish Review for : Mustershop GmbH

XXX Muster  
05.05.2023  
Awesome Service  
Best service I've ever had -top!

Dispute Publish

Overview

5.00

★★★★★

Status Unpublished  
Time 05/05/2023  
Author XXX Muster

Did you receive a negative review? Don't panic! Negative reviews are not necessarily bad. However, if you have a justified concern that a review is unjustified, contains insults or factual statements, our mediation team is here to help you. Please use our mediation procedure for this purpose.

## Step 12: Conciliation Process



Publish Review for : Mustershop GmbH

XXX Muster  
05.05.2023

**Awesome Service**  
Best service I've ever had -top!

Dispute Publish

Dispute reason

- Offense
- No Personal Experience
- Personal Information
- Profanity Or Abusive
- Promoting Competition
- Spam
- Other

Cancel Send

You can select a reason and provide further details in the lower field if necessary. If you need more space or want to attach files, please feel free to write us an email at: [schlichtung@ausgezeichnet.org](mailto:schlichtung@ausgezeichnet.org)

You also have the option to send a private message to the customer to intervene and try to reach an agreement, with the possibility that the customer modifies the review positively.

**Please always contact the reviewer personally first in case of a negative review.**

If you are unable to reach an agreement with the reviewer despite personal communication, you can involve our experienced experts to mediate the dispute. We are happy to assist you with up to 5 conciliations per month. With the Professional package, we are available to assist you with an unlimited number of conciliations.

# Step 13: Your reviews & stars on Google

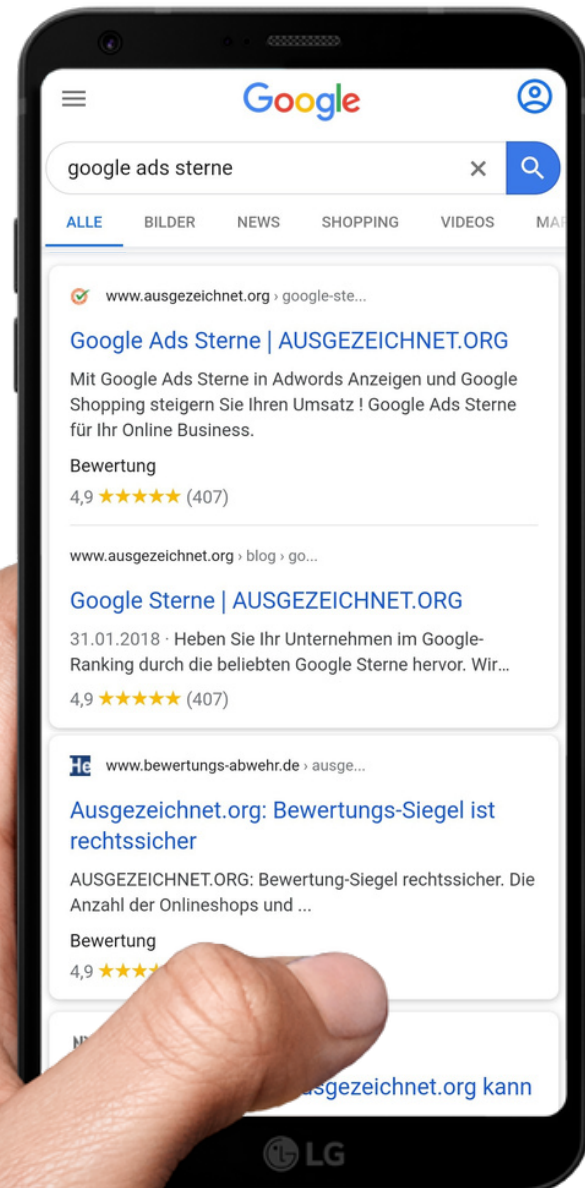


Within Google Ads, your reviews and stars are also displayed under your ad:

**Mustershop Produkte einkaufen - mustershop.de**  
**Anzeige** [www.mustershop.de/Produkte](http://www.mustershop.de/Produkte) 0800 7234669898  
**4,9** ★★★★★ Bewertung: 4,9 - 78.672 Abstimmungsergebnisse  
Jetzt auf Rechnung bequem bestellen.  
Über 120.000 Kunden. Jeden Tag reduzierte Ware · Über 90.000 Produkte  
**Top 100 Produkte · Produkte Sale · 25 € Gutscheine · Produkte ab 4,99 €**  
📍 **Musterstrasse 123 - 040 123 456 78 - Heute geöffnet · 09:00-21:00 Uhr**

You can find more information and requirements for displaying your reviews and stars in Google Ads on this [link](#).

**Note:** Please be aware that we can only transmit your [AUSGEZEICHNET.org](http://AUSGEZEICHNET.org) reviews to Google. Reviews from external portals cannot be taken into account.



# Contact details



If you have any questions, we are happy to assist you!  
Monday to Friday, from 8:00 a.m. to 5:00 p.m.



Phone

+49 (0)40 328 90 10 - 80



Fax

+49 (0)40 328 90 10 - 99



Email

service@ausgezeichnet.org



Address

AUSGEZEICHNET.org

is a registered trademark of AUBII GmbH.

Große Bleichen 21

D-20354 Hamburg



AUSGEZEICHNET.ORG

Wir lieben Bewertungen