



GUIDE

Getting started with Vouch Rate

From claiming your profile to your first reviews on your own website. Most businesses are set up in under an hour.

1 Claim your profile

Go to www.vouchrate.com/for-businesses/claim and find your business. To prove it is yours, we send a code to an email address at your business's own domain — typing a company name is not enough, so nobody else can claim it.

2 Complete your profile

Add your logo, a description in your own words, your website, and where you trade. If your profile came from the Companies House register, check the town: a registered office is often an accountant's address rather than where you actually do business.

3 Invite your customers

From **Invitations** in your dashboard, paste one customer per line:

```
jane@example.com, Jane Okafor, ORD-10382, 2026-08-14
```

Name, order reference and date are optional, but an order reference is what lets a review carry a stronger verification badge. Invite **every** customer, not only the happy ones — it is a platform rule, and it is what makes your rating believable.

4 Connect your store (optional)

Shopify: orders are recorded as they come in, and the invitation goes out on fulfilment, so nobody is asked before their order arrives. **WooCommerce:** a WordPress plugin does the same — ask us for it. **Anything else:** send orders and invitations through the public API, documented at www.vouchrate.com/developers.

5

Reply to your reviews

Answer from **Reviews** in your dashboard. Replying doesn't change your rating, but customers read replies — especially to criticism. Say what went wrong, say what you changed, and keep it short.

6

Show your rating on your website

In **Widgets**, choose a design and copy the snippet into your site:

```
<div data-vouchrate-widget="YOUR-WIDGET-KEY"></div>
```

```
<script async src="https://www.vouchrate.com/widget.js"></script>
```

The widget sizes itself to fit and always shows the same figure as your profile.

7

If a review breaks the rules

Report it from the review in your dashboard, with any private evidence. A moderator decides against the published guidelines and tells you why. A review cannot be removed for being negative — only for breaking a rule.

Rules worth knowing

- Each customer can be invited once every 30 days.
- Anyone who unsubscribes is never emailed by any business on Vouch Rate again.
- You never see a review before it is published, and cannot approve or block one.

Stuck? www.vouchrate.com/contact

Vouch Rate Limited, registered in England and Wales, company number 17451093.