ToolGPA

NOVEMBER 2026

Common Ninja

The Insider's Guide

No-code embeddable widgets, including review and testimonial walls



Every plan, grade, refund rule and rival among customer review tools, read from Common Ninja's own pages.

Made by Common Ninja · checked Nov 13, 2026 · toolgpa.com

2.8
GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Common Ninja's own pages, its app-store listings and our grades. Every fact in it is on Common Ninja's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.8

GPA, above 60 of the 63 other customer review tools we grade

Common Ninja is a library of no-code website widgets that are designed in an editor and pasted in as one line of embed code. Its review widgets show Google, Facebook, Yelp and other reviews on a site, alongside many non-review widgets such as chat buttons and sliders. A free plan covers one widget; paid plans are priced per widget.

> "
>
> **It does not send review requests, and paid prices are per widget.**
>
> From our report card of Common Ninja

To get you started, here are **9 things to know about Common Ninja**, taken from its own pages and our grades.

1 **Best for an embeddable reviews widget for any site**

Common Ninja shows reviews you already have in an embed widget, free for one widget.

2 **Paid plans start at $2.80 a month when paid by the year**

As its pricing page puts it: $33.60 per widget / year, billed annually.

3 **There is a free plan**

Free plan for one widget with no time limit and no credit card; premium skins and higher monthly view limits need a paid plan.

4 **It runs on Web**

Web.

5 **All in One Reviews widget**

Combines reviews from sources such as Google, Facebook, Yelp, Tripadvisor, Amazon, G2 and Etsy into one wall, as a carousel, grid or list.

6 **Review approval and filters**

Reviews queue for manual approval; you can also set a minimum star rating and include or exclude keywords.

7 **Sorting and styling**

Sort by newest, oldest, highest or lowest rating, then pick a skin and adjust colors, fonts and spacing, with custom CSS.

8 **A 2.8 GPA, above 60 of 63**

That is against the other customer review tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Common Ninja you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

Common Ninja at a glance

PRICING
Free plan, from $33.60 per widget / year, billed annually

FREE PLAN
Yes

FREE TRIAL
None stated

RUNS ON
Web

MADE BY
Common Ninja

CATEGORY
Customer Review Tools

OUR GRADE
2.8 GPA, good

The report card

Best for an embeddable reviews widget for any site

Common Ninja shows reviews you already have in an embed widget, free for one widget. It does not send review requests, and paid prices are per widget.

TOOLGPA REPORT CARD — **Common Ninja** — Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	A	Essentials is $33.60 a year per widget, about $2.80 a month, under the $9 mark for review tools.
Free plan and trial	B	The free plan covers one widget with no time limit and no card. Premium skins and higher view limits are paid.
Features	C	It shows reviews gathered elsewhere, with approval, filters and styling. It does not send review requests.
Ease of use	C	No store rating on record. The widget has to be styled and embedded on each site.
Platforms and integrations	B	Web, as an embed for WordPress, Squarespace, Wix, Shopify, Canva and Webflow.

Grade point average — Good, out of 4.0 **2.8**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Common Ninja is for

- ✓ Fits if you already have reviews and want to show them on a site
- ✓ Works for site owners who want a one-line embed

Who it is not for

- ✕ Skip it if you want to ask customers for reviews, as it does not
- ✕ Not for you if you run many widgets, as paid prices are per widget
- ✕ Tight if you outgrow the free view limits, as higher ones need a paid plan
- ✕ Watch out: prices exclude VAT, and the pricing page does not spell out each tier

Good to know

Good for

- ✓ Site owners who want to show existing Google or Facebook reviews without code
- ✓ Small sites that need one review widget and can stay on the free plan
- ✓ Agencies that place the same widget on sites built in different builders

Worth knowing

- ⓘ It displays reviews gathered elsewhere; it does not send review requests to customers.
- ⓘ Paid prices are per widget, so a site with several widgets pays more than the single-widget list price.
- ⓘ The pricing page does not spell out each tier's features; premium skins and higher view limits are the stated upgrade reasons.
- ⓘ Prices exclude VAT, which is added by country.

PART 02 · PRICING

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$2.80

A month to start, paid by the year.
There is a free plan too

Common Ninja has a free plan. Paid plans start at $33.60 per widget / year, billed annually.

> **The free plan covers one widget with no time limit and no card.**
>
> From our grade for free plan and trial

FREE

$0

Free forever, no credit card. Covers one widget, such as the All in One Reviews widget.

ESSENTIALS

$33.60

per widget / year, billed annually

List price for one widget; the page says this works out at $2.80 a month. Price scales with widget count.

PRO

$45.60

per widget / year, billed annually

List price for one widget; the page says this works out at $3.80 a month. Price scales with widget count.

ULTIMATE

$76.80

per widget / year, billed annually

List price for one widget; the page says this works out at $6.40 a month. Price scales with widget count.

The free plan

Free plan for one widget with no time limit and no credit card; premium skins and higher monthly view limits need a paid plan.

Read from commoninja.com on Nov 13, 2026.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

No-code embeddable widgets, including review and testimonial walls. Here is what it does, as its own site describes it, and what it covers: public API, no-code, review collection.

"

It shows reviews gathered elsewhere, with approval, filters and styling.

From our grade for features

All in One Reviews widget

Combines reviews from sources such as Google, Facebook, Yelp, Tripadvisor, Amazon, G2 and Etsy into one wall, as a carousel, grid or list.

Review approval and filters

Reviews queue for manual approval; you can also set a minimum star rating and include or exclude keywords.

Sorting and styling

Sort by newest, oldest, highest or lowest rating, then pick a skin and adjust colors, fonts and spacing, with custom CSS.

One-line embed

Paste a single embed snippet into WordPress, Squarespace, Wix, Shopify, Canva, Webflow and other pages that accept custom HTML.

Other review widgets

Separate widgets cover Google Reviews, Facebook Reviews, G2 Reviews, a reviews badge and a testimonials slider.

Where it runs

Web

What it works with

WordPress
Squarespace
Wix
Shopify
Canva
Webflow
BigCommerce
Framer

Common Ninja is made by Common Ninja.

Where it stands

Its grades against its category, and whether to keep it or make your own

60/63

Other customer review tools it is graded above

Common Ninja's GPA of 2.8 is higher than 60 of the 63 other customer review tools we grade, and level with 1.

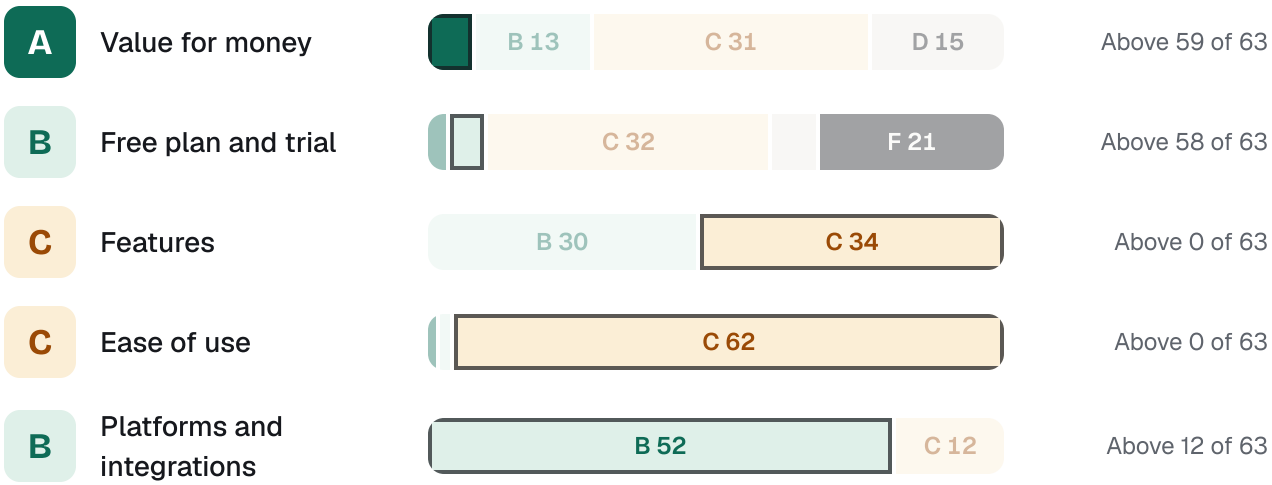
It stands best on value for money (A, above 59 of 63) and worst on features (C, above 0).

Its paid plans start at $2.80 a month when paid by the year, against a middle price of $29 for the category: 2 of the 50 others that charge start lower.

On features, ease of use and platforms it scores 2.3 out of 4. Nothing scores higher for less, though at least one tool matches that score at a lower price.

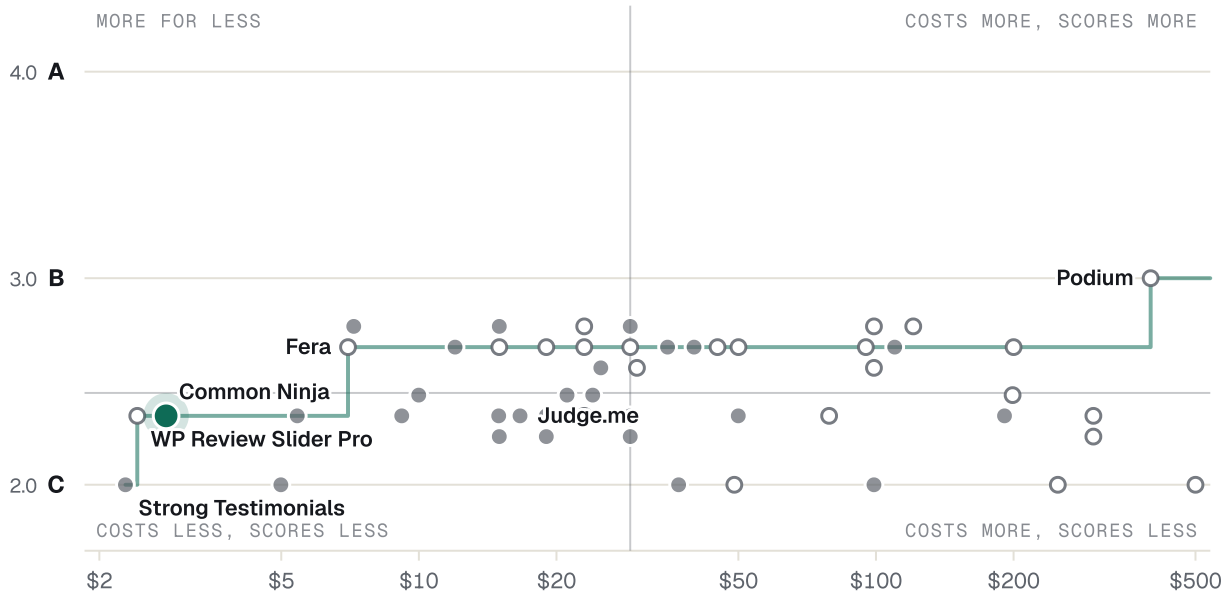
Each grade against the category

Every bar is all 64 customer review tools we grade, cut by the letter each got. Common Ninja's own letter is outlined.



Price against what you get

Each dot is one of 51 customer review tools. Further left costs less; higher up scores better on features, ease of use and platforms. Common Ninja is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Common Ninja you would be making a builder that other people can use without writing code. That is not a weekend's work, with an AI app builder or without one.

It is one of the better ones too: its GPA of 2.8 is higher than 60 of the 63 other customer review tools we grade. It costs $33.60 a year.

What you could make

- Review collection: an app builder makes this well.

What you could not

- A builder that other people can use without writing code.

- It plugs into other products, WordPress, Squarespace and Wix among them, and has an API.
- Hooks into the device itself: widgets.

What this rests on. Common Ninja's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



EmbedSocial, Taggbox, Tagembed, Trustindex and SociableKit

The 5 tools Common Ninja is most often weighed against, with where each one differs from it.

2.2 GPA

EmbedSocial

Free plan · from $24/mo

Widgets that show Google, Facebook and other reviews on any website.

- Common Ninja also covers no-code.

Common Ninja and EmbedSocial compared in full

2.4 GPA

Taggbox

Free plan · from $19/mo

Embeddable social media feed and review widgets.

- Common Ninja also covers no-code.
- Taggbox also covers templates.

Common Ninja and Taggbox compared in full

2.4 GPA

Tagembed

Free plan · from $19/mo

Social feed and review widgets for your website.

- Common Ninja also covers no-code.
- Tagembed also covers templates.

Common Ninja and Tagembed compared in full

2.6
GPA

Trustindex

Free plan · from $65/yr

Review widgets, review requests and rich snippets for sites.

- Common Ninja also covers no-code.
- Trustindex also covers email campaigns, qR codes and schema markup.

Common Ninja and Trustindex compared in full

2.6
GPA

SociableKit

Free plan · from $9.17/mo

Embeddable widgets for Google reviews and social media feeds.

- Common Ninja also covers no-code.
- SociableKit also covers reports.

Common Ninja and SociableKit compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Common Ninja free?

Common Ninja has a free plan. Free plan for one widget with no time limit and no credit card; premium skins and higher monthly view limits need a paid plan.

How much does Common Ninja cost?

Common Ninja lists 4 plans. Free: $0.

What platforms does Common Ninja work on?

Common Ninja is available on Web.

Does Common Ninja have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Common Ninja is listed for Web.

Does Common Ninja have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Common Ninja is listed for Web.

Is Common Ninja open source?

Common Ninja is not described as open source on its own site, as read on Nov 13, 2026.

Does Common Ninja have an API?

Yes. Common Ninja offers a public API, according to its own site.

What does Common Ninja integrate with?

Common Ninja's listing names WordPress, Squarespace, Wix, Shopify, Canva, Webflow, BigCommerce and Framer.

Who makes Common Ninja?

Common Ninja is made by a company of the same name.

What are the alternatives to Common Ninja?

The closest alternatives to Common Ninja in our directory are EmbedSocial, Taggbox, Tagembed, Trustindex and SociableKit.

How does Common Ninja compare with other customer review tools?

Common Ninja's GPA of 2.8 is higher than 60 of the 63 other customer review tools we grade, and level with 1.

Is Common Ninja good value for money?

ToolGPA grades Common Ninja A for value for money. Its paid plans start at $2.80 a month when paid by the year, against a middle price of $29 for the category: 2 of the 50 others that charge start lower.

Could I make my own version of Common Ninja?

To replace Common Ninja you would be making a builder that other people can use without writing code.

Where this guide comes from

The prices, plans, platforms and features were read from Common Ninja's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Common Ninja's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Common Ninja. Prices change, so check commoninja.com before you buy.

commoninja.com/pricing

commoninja.com/widgets/all-in-one-reviews

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Common Ninja, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/common-ninja

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Common Ninja: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/common-ninja
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Know someone choosing between customer review tools?

Send them this guide: toolgpa.com/tools/common-ninja/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded customer review tools after Common Ninja, each with an Insider's Guide of its own.

Customer Review Tools Insider's Guide

Every one of the 64 customer review tools we grade, compared

Judge.me Insider's Guide

Product reviews for Shopify stores with a free plan and one paid tier

3.0 GPA

Rivyo Insider's Guide

Product reviews, loyalty points and referrals for Shopify stores

3.0 GPA

Junip Insider's Guide

Product reviews for Shopify brands at flat prices with no order caps

2.8 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Common Ninja's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Common Ninja is a trademark of its owner, and this guide is not made, paid for or approved by Common Ninja. Prices and plans change: check commoninja.com before you buy.