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Google Reviews 101

**How to get more reviews, increase ranking
& beat the competition.**

Introduction.

Marketing to your customers has evolved, gone are the days of banner ads, yellow pages listings and going outside to find your customers.

Today, knocking at customers doors or cold calling them has become somewhat an intrusive un-natural thing of the past. Most emails get ignored as customers mailboxes continue to fill up with SPAM. This has made connecting with customers harder than it used to be.

With the majority of people using Google search results or Google Maps search results to find a business like yours, you have been placed in constant sight of your competitors when results are displayed to your customer. This means that now more than every you need to stand out from your competition. **The best way to stand out is with reviews and the more reviews you get the higher your will rank in search results.**

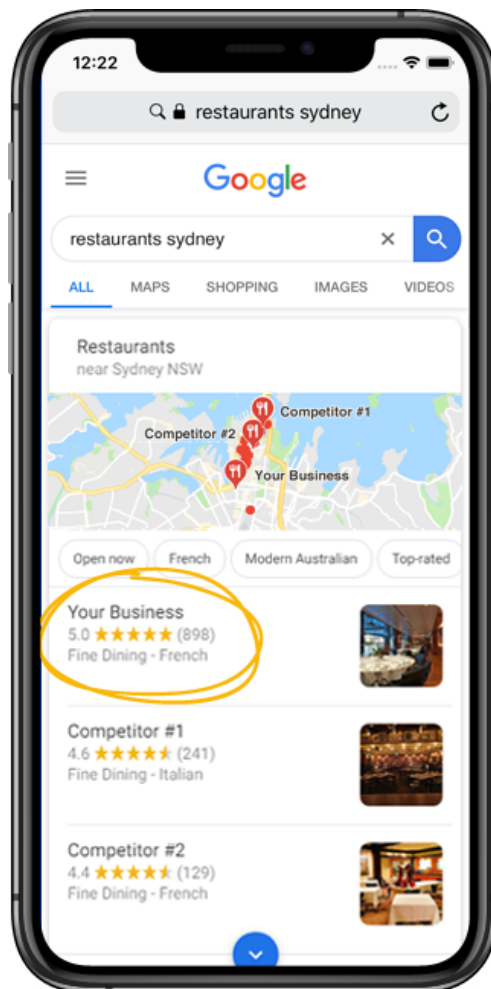
A recent study by Harvard Business School (HBS) found that a one-star increase in a restaurants overall review rating can lead to a 5-9% increase in revenue. That's anywhere from \$50,000- 90,000 in additional revenue for a \$1M/year business. That's simply from unleashing your silent majority on Google, Facebook, and/or other online review sites.

Get found first!

For businesses with a physical location, Google now gives priority to Google Listings. This has actually made it easier for you to get found if you have an optimized and well-reviewed business listing. If not, well you will disappear into the abyss.

The first business in Google listings typically receives 25% of clicks, whilst the top three receive around 50% of clicks.

If your business is not currently displaying first or you want to make sure it stays first, then this eBook is for you. In this eBook we show you how Google reviews heavily impact your ranking and how to show up before your competition.



What are Google reviews?

Google reviews are composed from 1 to 5 stars and are accompanied by a written response from customers about their experience with the business. For anyone running a business today Google Reviews are a critical component of marketing.

Google uses its reviews to rank which business shows up first it will have a drastic influence on how many customers come through the door. As well as this, it also solidifies in the mind of the customer that your business is trustworthy and popular enough for them to choose.

Just think about how many times you have used reviews as the primary decision when selecting a business such as a restaurant or hotel. Well people are using reviews for all businesses now a days.

Review Quantity

Review Velocity

Review Quality

Review Diversity

Review Popularity

Why Google reviews?

1. Get found first

Google's search algorithm is complex but places a huge weighting on reviews. Reviews are broken into these categories (review quantity, new review velocity, review rating and review diversity).

Getting consistent Google Reviews is one of the fastest ways to improve your SEO. While traditional methods of SEO such as keyword research, blogging and such are effective, they can take months to years to see results from.

With a proper plan Google Reviews can be one of your greatest marketing tactics. If your Google Listing doesn't exist or doesn't receive regular reviews it won't show up, unless you have zero competition, in which case you're lucky.

2. Increase brand trust

Transparency is becoming a very important buying decision for consumers. This is due to the large amounts of information easily available on any business. It is common for consumers to do research before choosing a business to purchase a product or service. The majority of consumers will read reviews to determine the quality of a business. This is mainly achieved through the use of Google Reviews as they are the most easily accessible and first to show.

Most consumers say that positive reviews create trust for a business they may not have already had. This is a great opportunity for your business to gain a competitive edge over your competition.

3. Gain customer insights

Each review should serve as insight into the customer's experience and thoughts about your business. This intelligence collecting also doubles up as a sort of customer survey for you and your staff. Each review will tell you:

- Whether your business gave the customer a positive experience
- Where your business did well and not so well
- What product or service the customer purchased from your business

Analysing positive and negative reviews can tell you exactly where your business is doing well and where it needs to be improved.

4. Increase clicks to your website

Getting customers onto your website is essential for any business. Even with a great SEO implementation, if people don't click to your website it is all in vain. Google Reviews provide an effective means to generate more clicks to our website when you show up in the Google Listings results.

As your Google rating shows up next to the link to your website, a good quality score will help improve website clicks.

5. Convert more customers

While a great website and advertising campaign can be enough to entice a customer to purchase. Google Reviews have shown to be just as effective if not more so in getting potential customers to choose your business.

If you have a strong rating on Google, we encourage you to display this on your website to increase customer trust, this helps when customers may not have already seen your Google rating.

Why Google reviews are critical to your business.

Google Reviews don't just increase your ranking and trust. They help improve your overall customer journey.

Awareness

Online reviews are where customers go to learn about a product or business.

Consideration

Once your business has been found via search your reviews will have a huge impact on whether the customer decided to learn more about your business or choose you. That is because businesses that have a higher rating are more attractive to customers. Usually the minimum rating customer will accept is around 3.3. Though, if you have anything less than a 4.0 Google won't display you in the Google Listing search results.

Purchase

The vast majority of consumers make a purchasing decision based on your overall review rating or via reading reviews you have received. This means that consumers that your online reviews play a pivotal role in converting customers into sales.

After purchasing

After a customer has made a purchase from you and left a review you get valuable insights into how your business performed. Using this feedback to help improve your customer experience can greatly increase your future customers satisfaction.

How to optimise your Google listing.

Optimizing your listing will entice customers even more to select your business over competition. Especially when competing with other businesses that have a similar rating.

Here are some tips that will help you to get chosen by customers:

Relevant information

Make sure your information is accurate and up to date. For example, nothing upsets customers more than going to a business only to find out they aren't open because they haven't updated their opening hours on their Google Listing.

Fill out your business' description, categories and keywords to help customers find your business when searching. Make sure however you don't overuse keywords as Google could see this as spammy and penalize you.

Upload high resolution photos

When customers are looking at your business the photos help them to see what you have on offer and if that fits their needs. Many businesses neglect this and miss out on potential customers as a result.

Good quality photos will get you chosen more often as they help to take the guess work out from the customers buying decision.

Current business operating hours

One of the most important pieces of information a customer is looking for when looking at your business is your opening hours. For this reason, you should make sure to keep these up to date. That means whenever a change is made you first update your Google Listing, this includes holiday hours.

How to collect more Google reviews?

When it comes to reviews you should not “let it happen organically”, whilst this may seem like a good idea it means you may be missing out on turning your previous customers into your greatest promoters. It is therefore important to be proactive and ask every customer to leave a review.

Up to 70% of customers are usually willing to leave a review for your business if you ask them. Out of those 70% roughly 20% won't leave a review, this is because the process can be difficult, either they can't re-find your business, don't know where to click to leave the review or forget.

To solve this issue and you want to make it as simple as possible. This can be achieved by utilizing an online review management platform that smooths out the reviewing process, making it fast and easy to leave a review. A good review management platform will use text messaging in combination with emails, it will also follow the customers up if they failed to leave a review on the first contact. Using a platform can increase reviews by up to 20% from asking alone.

But if you want to get started straight away here are some ways:

1. Ask customers directly for a review.
2. Send a follow-up email or SMS asking for a review. If the customer does not leave a review, try sending another one a few days later.
3. Add a review link to your website.
4. Leave a review card with your customers, this is great for tradesmen.

Statistics.

93%

of consumers now read online reviews before purchasing.

3.3

is the minimum star rating of a business consumers would consider engaging with.

68%

are willing to pay up to 15% more for the same product or service if assured they'll have a better experience.

44%

of consumers will choose a brand with a higher quantity of reviews and say that business appears more trustworthy.

16%

of consumers think reviews are too old after 3 months, 36% after 6 months and 65% after a year.



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