



**Get More
Google
Reviews
Faster & Easier**

THE
Google Reviews
GUIDE



growing your business with Google reviews

Gathering more and more positive Google reviews is an effective way to accelerate local business growth.

Until recently, word-of-mouth recommendations from friends or family were how consumers found the best products and services. Now people look to online reviews when needing advice on purchasing decisions.

When you focus marketing efforts on acquiring more positive reviews, you can grow your business without spending more money on expenses like paid ads and content creation.



Here is what you really need to know:

- **The importance of reviews on Google and other sites.**
- **How to gather and manage quality reviews.**
- **How to leverage those reviews to grow your business.**



the importance of Google reviews

You should know that online reviews are essential, and they can make or break your business.

Good reviews can help you attract new customers, amp up your reputation, and improve your search ranking. Those 5- and 4-star reviews do all that → AND assure potential customers that your business is the

trusted and best choice. One Google study found that 50% of consumers who conducted a local search on their smartphone visited a store within a day.

**85% of consumers
trust online
reviews as much
as they trust
traditional
recommendations.**

- BrightLocal



**97% of consumers
who read online
reviews also read
businesses'
responses to
online reviews.**

-BrightLocal

Reviews influence search engine rankings

According to a Moz study, review signals make up around 15 percent of ranking factors. That means that the more positive reviews you have, the higher Google ranks your business on local search results.

Social proof influences purchases and builds trust

When we see previous customers have had a good experience with a business, we feel more confident in giving them our money. A large majority (78%) of consumers say positive reviews make them trust a business more.

Reviews guide purchasing decisions

When unsure which product to buy or which company's services to use from a long (or short) list of options, online reviews help take the anxiety out of making the wrong decision.

**63% of consumers say
they use the Google
search engines to track
down reviews about a
company.**




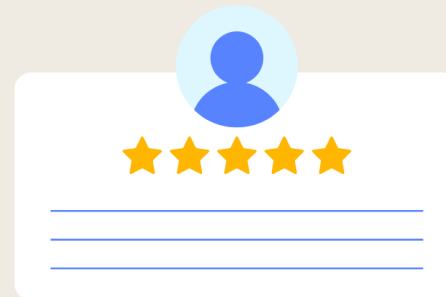
**The average local
business on Google
has around 39
reviews.**

-BrightLocal



4 steps to building a growth machine with Google reviews

A Google Review strategy is a winning combination of both efficiency and cost-effectiveness in boosting your online reputation and growing your business.



You can execute your review strategy using nothing more than the tools you have right now, but the most successful brands add tools that automate the most tedious tasks such as review gathering and tracking.

UP NEXT... the building blocks to a successful Google Reviews strategy





4 steps to building a growth machine with Google reviews

1. Use Technology to Gather and Leverage Reviews

Google dominates search, with around 80% of all searches happening on Google, according to Net Marketshare. We're talking about over 3 billion searches on Google every day. Although there are other ways to get your business to show up on the first page of Google, Google My Business is an incredibly easy and extremely valuable tool. And this is where you want to gather reviews to optimize your web presence.



[CREATE](#) your GMB Account
[MANAGE](#) your GMB Account

If you're lucky, your business has a few reviews trickle in now and then organically, but what you want is to have a process for actively gathering more positive reviews. Google encourages businesses to actively provide customers with links to their business profiles to leave Google Reviews.

**ASK US ABOUT THE BEST WAY TO GATHER
GOOGLE REVIEWS!**



4 steps to building a growth machine with Google reviews

2. Routinely Read Reviews

Managing your Google reviews starts with having a system in place to consistently gather new reviews to add to your Google Business profile. Then you still need to READ your reviews, REPLY to them, and ADAPT to your customers' changing needs.



Create a schedule for reading and replying to online reviews.

Once you automate this process you'll be amazed by how many reviews come in. To manage this increase, assign a person or a team to check reviews at least once a day, even if you have notifications set to alert you when new reviews come in.



Listen to your customers and make improvements.

More reviews mean more feedback you can use to improve your business. You're going to get those 4- and 5-star reviews that you want. But you'll also get a few 3-star, maybe even a handful of 2 or 1-star reviews. Those sting, but negative reviews alert you to things you need to fix in your business right now. When you get a negative review, reply quickly and courteously to try and fix the issue. Then, make note of what you can do to make sure it doesn't happen again.

You want potential customers to see one or two bad reviews as exceptions, not recurring themes on what they should expect from your business.




4 steps to building a growth machine with Google reviews

2. Engage with Future Customers Inside Google Reviews


This is the hardest part for a lot of businesses to manage. Not only do you need to read all your reviews, but you should also be responding to all of them as well. Here's how:



Show your appreciation to customers who left a good review.



Explain poor reviews that are often misunderstandings that could have been handled one-on-one so review readers know what to actually expect from your business. (Sometimes a bird owner leaves a one-star review for a dog treat business because her bird got sick after eating a whole carrot cupcake designed for a rottweiler – review readers expect some nuttiness and appreciate when a business owner clarifies what went wrong.)



Accept responsibility, apologize, and try to fix it (for the customer and within your business) any and all really bad reviews. Mistakes happen and customers want to know that even if something goes wrong, you'll make it right.

Since these responses are engagement happening on your Google business listing, everyone who sees that review knows your business cares about its customers and is active in those experiences even when you mess up.

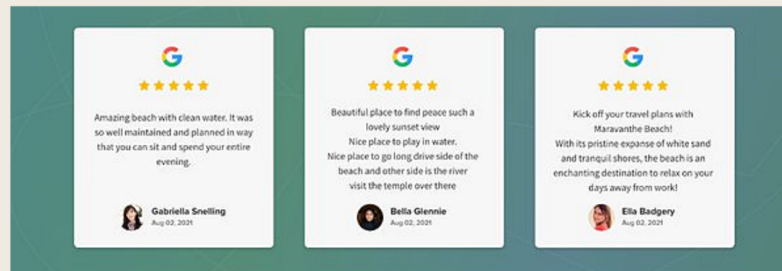
4 steps to building a growth machine with Google reviews

4. Add Top Reviews to Website and Marketing Material (Automation & Online Tools Make it easy)

Google Reviews are a testimonial gold mine! They are especially powerful because they are easily recognizable and thus more trusted than a quote and a stock photo on your website or ad campaign.

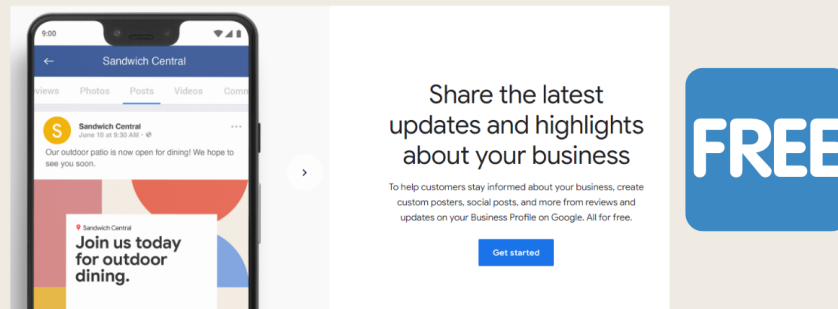
Using Google Reviews as Testimonials On Your Website

Placing Google Reviews on your website allows customers to see your reviews while they browse your site, looking for a reason to make the next step in the buying process. People will see your Google Reviews as customer testimonials, which helps them like and trust your brand more. There are several easy and elegant online tools and plugins and that will embed Google Reviews on your website.



Your Google Business Profile Comes with Free Marketing Material from Google

Google has a free service to create marketing materials from your Google Reviews! Go to the Google Marketing Kit Website, enter your business name, and Google generates examples of marketing material to choose from for printing, posting, or downloading. You can modify the design and download them as a marketing kit. Free stickers, posters, customizable social posts, and more – directly from your profile. VISIT: www.marketingkit.withgoogle.com



Find and Leverage Brand Ambassadors

Brand ambassadors are people who love using your brand and would proudly represent your brand for compensation or just for fun. Brand ambassadors can provide promotion with video testimonials, social media posts, blog posts, or even spoken word-of-mouth. Your business wants to have brand ambassadors because messaging from outside the company is trusted more than messages from within. Your Google Reviews is a great place to find people who love your business. If you find a glowing review, and you like the way they talk about your business, reach out to them to see if you could work together on getting their thoughts in front of more people.

**83% of customers say
reviews must be
relevant and recent to
be trustworthy**



**Around 68% of consumers
also agree they won't trust a
high review rating unless it
also comes with many
reviews.**

--Podium



grow your business with Google reviews

The more people you can get to leave a Google review for your business, the faster you will be able to grow your business.

More reviews mean more leads

When 88% of consumers trust online reviews as much as personal recommendations, building up your reviews increases the likelihood that a Google searcher will engage with your business upon finding it.

More positive reviews, more purchases

Consumers research and read reviews before making purchase decisions. In fact, they read a minimum of 10 reviews before feeling confident in making a decision. The more Google customer reviews you have, the more likely a purchase is to be made.

Better reviews lead to higher rankings

Google rewards businesses that have frequent and positive reviews. They are a definite local SEO ranking factor, as confirmed by Google itself.

Reviews are super low-cost marketing

There are no fees to leave reviews or to respond to them. Positive reviews on your Business Profile serve as free Google advertising for your business on the world's most trusted platform.

Make a habit of asking your customers to review your business on Google. When you make it as easy as possible to do, you can quickly raise your review count and average and enjoy the benefits of a 5-star online reputation.

