

**HOW TO USE
GOOGLE REVIEWS
TO GROW YOUR
BUSINESS**





INTRODUCTION

How To Use Google Reviews To Grow Your Business is a guide from Contact Fusion that covers the key elements of online feedback and how to get the best results from Google Reviews. In this guide you will learn:

- **What Google Reviews are and how they impact your business**
- **How to ensure that your business is standing out, being found and chosen through Google Reviews**
- **Tips on how you can collect more Google Reviews**
- **How you can effectively manage your reviews**
- **The best way to consistently send out review requests to your customers**

This guide assumes that you have already set up a Google Business Profile. This profile is the first thing that a potential customer will see when they search for your business name on Google, and displays your business's name, reviews and contact information.

Claiming your Google Business Profile is free, quick and easy. To begin the setup process visit: google.com/business.



LEARN MORE ABOUT MARKETING INTEGRATION

Many business owners don't have the time to follow up effectively with new leads and customers, so we created a platform that helps them simplify their communications, connect with more customers, convert more leads, and grow their business.

WE HELP YOU GROW YOUR BUSINESS

Contact Fusion helps your business to stay in contact with **100% of your leads and customers 100% of the time**, empowering you to close more business and generate more sales.

Get started today with your 14-day free trial at ContactFusion.co.uk.





WHY ARE GOOGLE REVIEWS IMPORTANT?

Google Reviews are important for one simple reason. Your customers trust them.

Studies show that 92% of consumers read online reviews before visiting a business. There are plenty of review sites on the internet, but Google Reviews have the most impact because people turn to Google more often than any other search engine or review site.

Google Reviews are one of the first things that a customer will see when they search for your business online. Think about your own behaviour. When you're looking for a location based business - a doctor's office, dentist, restaurant, to name a few, chances are that your own behaviour starts and often ends with a Google search.



HOW GOOGLE REVIEWS HELP WITH SEARCH RANKING

Google Reviews have a significant impact on your search ranking.

Firstly, Google trusts your customers, specifically Google trusts customer-written reviews.

Google's team wants to give their users the best search experience, and reviews represent authentic opinions of your customers. If there are thousands of people giving you five star reviews, the likelihood is you are doing a great job! The better your reviews, the more likely you are to show up in relevant search results.

The more reviews a business has, the more information is available to Google's search algorithm. When a customer review contains relevant keywords about your business, this helps Google better understand the kinds of services that you provide, so this will help your business rank higher for the most relevant search queries.



WHICH REVIEW FACTORS LEAD TO A HIGHER SEARCH RANKING?

Relevant keywords in customer reviews account for around 40% of your Google local search ranking.

Another key factor is star rating. Many businesses put too much focus on this, star rating alone doesn't determine your overall search position.

A high overall star rating shows that customers do value your business, but it doesn't tell the whole story. A business can have an overall rating of five stars, but only have 3 reviews - not a very impressive sample size. With so few reviews, it's difficult to tell if this business actually is providing great service or not. It is vital to focus on collecting more reviews consistently.

Don't forget Google uses reviews to understand the quality of your services. The more reviews you have, the higher likelihood that your overall rating is an accurate depiction of your customer experience.

Studies show that top ranking businesses on Google have an average of 47 Google Reviews. If you have that many reviews already, you are doing a great job. But that's not a reason to rest on your laurels...

Simply having lots of reviews is not the end of the story. Businesses must continue to bring in new reviews consistently over time, no matter how many they already have.

A recent report illustrates that 44% of customers consider reviews that are more than a month old to be irrelevant.

Recency of the reviews sends a big signal to potential customers that not only are people happy, they're happy right now.

If you combine these factors with a high overall star rating, your Google search ranking will improve, your business will be more visible for a wider selection of keywords, making it more likely that customers will click on your business in the search results. This means more traffic for your website, and more customers for your business.





5 WAYS TO COLLECT GOOGLE REVIEWS

No matter what method you choose to collect online feedback, you must make it as simple as possible for a customer to leave you a Google Review. Here are five ways that will motivate customers to start writing positive reviews about your business on Google.

1. Send Review Requests via Text and Email

The best way to simplify the process of leaving a review for a customer is by sending review requests via text and/or email. The message must link directly to your Google Business Profile, so all a customer has to do is click the link and leave a review. It's quick and simple.

2. Include Review Requests at the End of Surveys

If you send surveys to your customers, make sure to include a review request at the end that links to sites like Google. Most of them will be happy to oblige. Most companies that are sending out customer surveys that ended with a review request see a significant increase in the number of reviews they receive.

3. Include a Review Link in Your Email Signature

If you regularly interact with your customers via email, you can include a review request in your email signature with a direct link to your Google Business Profile. Make sure that your request is as simple as possible, something like:

Please take some time to leave us some feedback on Google.

4. Empower Your Employees

If your employees are spending face to face time with customers, allow them to send review requests via text and email directly. Some businesses even choose to implement leaderboards that show which employees have collected the most reviews in any given month. This creates a competitive environment in which every team member strives to be at the top, and can prove a very effective way to increase the number of reviews your business receives.

5. Set Up a Website Landing Page for Customer Reviews

A landing page on your website that shows off your online reviews and gives interested customers the option to write a review, really has win-win potential. Customers can easily see the opinions of your happy customers, this creates trust and makes them more motivated to make a purchase. Existing customers will see that you take customer feedback seriously and will therefore be more motivated to leave a review.



HOW TO GET THE BEST RESULTS FROM GOOGLE REVIEWS

Remember that timing is everything.

Make sure you send review requests to your customers on the same day as their purchase. The longer you wait, the more the customer's memory fades and the less likely they are to leave a review.

Make sure you ask ALL of your customers for reviews. Selectively sending review requests just to customers who you're sure will review you positively is considered a “review gate” - this practice is banned by Google. If your business is discovered doing this, you'll face a penalty on search rankings that will be very difficult to recover from.

To maximise the chance of a customer leaving a review - keep it simple.

Your customers, like you, are busy people who lead busy lives. If the process of leaving a review requires too many steps, they probably won't do it.

That's why businesses that ask for reviews in person typically don't see results. Most customers will happily agree at the time, and then forget about it the moment they walk out the front door.

A simple review message that links directly to your Google Business Profile, sent to the customer via text or email just after their purchase, is the best method to use, as they can leave a review with just one click while their great experience is still fresh in their mind.





THE BEST WAY TO SEND GOOGLE REVIEW REQUESTS

Consistency is key.

But what is the best way to send out review requests to every customer at the right time, without spending hours doing it manually every day? Above all else, you have a business to run, sending many review requests messages to customers at the end of every day can be a time consuming process. But it's the job that needs to be done if you want to grow your business.

At Marketing Integration, we recommend that you automate the process of getting new reviews instead of collecting them manually. Review management software can take care of the process without you having to lift a finger!

Our integrated marketing communications platform will automatically send a request message via text or email, using deep linking to route customers directly to your Google review form in just one click. This makes the process of writing a review easier than ever, especially when a customer is happy with their experience.

Don't forget the importance of recency and frequency in getting new Google Reviews, an effective automated review management campaign is worth its weight in gold.



TRY OUR REVIEW MANAGEMENT PLATFORM FREE FOR 14 DAYS!

Don't let a lack of good reviews kill your business. Contact Fusion provides all the tools you need to run and grow your business - all in one place.

Helping you get closer to your customers and give them a better online experience, so you have more time to focus on what you do best.

We empower you to get more positive reviews for your business consistently day in-day out, without you having to lift a finger!

If you're interested in growing your business with the power of reviews, visit our website:

ContactFusion.co.uk.

