

How to get more

Google

REVIEWS

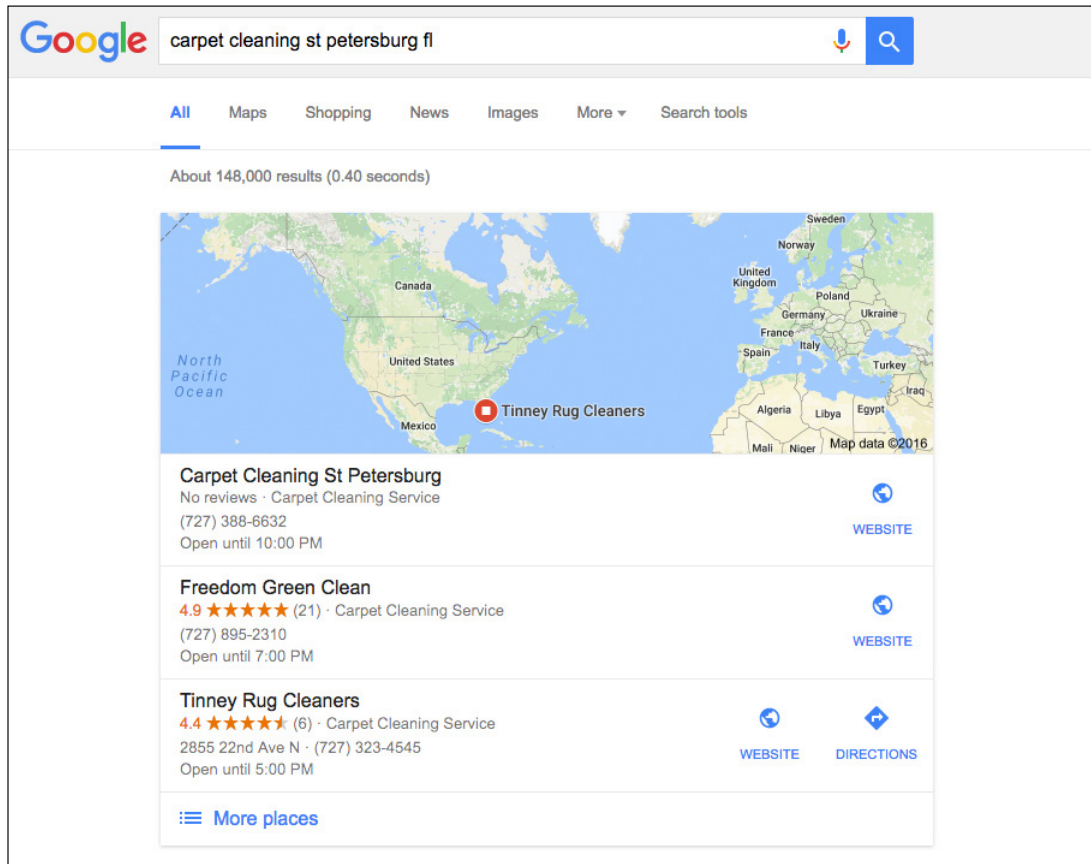


(and customers... and revenue!)



Here's a situation we're all pretty familiar with:

You're looking for a local business — a dentist, a plumber, or a carpet cleaning service — on Google.



Which one of these search results are you going to click on first?

1. The company with no reviews
2. The company with a 4.9-star rating based on 21 reviews
3. The company with a 4.4-star rating based on 6 reviews

Most people will go straight for the second one.

Why?

Because of a thing called **social proof**.

Social proof, also known as informational social influence, is when people assume the actions of others are the correct behavior for a given situation.

In other words, a person thinks: Other people are doing this thing — I should do it, too.

For example:

Say you are deciding between two pizza restaurants. One is bustling and full of diners, and the other is empty. Which do you choose? The busy one, because all of those customers tell you it is the more popular choice. *(And probably for good reason!)*

Social proof reduces the fear people feel about interacting with a new business by letting them know that other people have used — and been happy with — their service.

Online reviews are the most common form of social proof, and a marketer's best friend.

IN CASE YOU STILL NEED CONVINCING:

92%

OF CONSUMERS READ
ONLINE REVIEWS

80%

OF CONSUMERS TRUST ONLINE
REVIEWS AS MUCH AS A
PERSONAL RECOMMENDATION

68%

OF CONSUMERS SAY POSITIVE
REVIEWS INCREASE THEIR
TRUST IN A LOCAL BUSINESS

There are dozens of places for your customers to review your business online – Yelp, Yahoo, Facebook, TripAdvisor, the list goes on and on. Why focus on Google reviews?

Because Google rules the internet!

CHECK OUT THESE STATISTICS:

40,000

SEARCH QUERIES PROCESSED
BY GOOGLE WORLDWIDE
PER SECOND

75%

OF ALL INTERNET
SEARCHES IN THE U.S. ARE
DONE THROUGH GOOGLE

39%

U.S. CONSUMERS WHO SAY
THEIR MOST IMPORTANT
REVIEWS ARE ON GOOGLE
(FOLLOWED BY YELP AT 23%)

Are you ready to rack up a ton of reviews and make your business the obvious choice for prospects searching online? We'll show you how it's done!

First things first:

Make sure you have a Google My Business page. You can create one here: www.google.com/business/?ppsrc=GPDA2

Now...

Make sure you know how to leave a Google review — so you can explain it to your customers!

Anyone with a Google account can write a review on your Google My Business page (which is why there are no anonymous reviews on Google). It's easy!

From mobile:

1. Open the [Google Maps app](#)
2. Search for the business you want to review, or just tap it on the map
3. Tap the place's name or address at the bottom of the screen
4. In the next window, scroll down until you see 5 empty stars
4. Tap the stars to score the business and add a review

From desktop:

1. Go to maps.google.com and make sure you're signed in
2. Search for the business you want to review
3. Scroll down in the information box and click [WRITE A REVIEW](#)
4. In the window that pops up, click the stars to rate that business and add a review

See? Simple! The problem is...

Your customers are busy people. Unless they had a **TERRIBLE** or **STELLAR** experience (*or, let's face it, even if they did!*), they *probably* aren't going to take the time to write a review.

That's why you have to ask them.

Don't be shy. Your customers know how valuable reviews are — not just to you, but to your other customers, as well. They themselves probably rely on reviews! So if you feel confident that you've provided them with an excellent product or service, ask. And...

It's important that you do so at a moment when your customer is feeling enthusiastic about your business. That is often at the point of sale (*if you offer a product*) or the completion of the job (*if your business is service-oriented*).

If customers come in to your business and actually buy something, you should wrap up every transaction like this:

“If you’re pleased with our service, we would love for you to leave us a review on Google.”

——— OR ———

“Your opinion matters to us. We’d really appreciate it if you took a few moments to review us on Google.”

——— OR ———

*“Do you have a Google account?
We’d love it if you left us a review!”*

This should be part of your checkout process every single time — asking for a review should be as automatic as saying, “Thank you for your business!”

And **EVERY** business should do this:

Send an email to thank/check in with customers about a week later. Ask if they are happy with their purchase, invite them to email or call with any concerns, and include a link where they can leave a review.

Like this:

Dear Jackie,

Thank you for using ABC Carpet Cleaners. We hope we exceeded your expectations and that you’ll consider us for your future carpet cleaning needs.

Please feel free to call us at 555-555-5555 if you have any questions or concerns about our service.

Your opinion matters to us! [Click here to leave us a review on Google.](#)

Thanks!

*John Smith, President
ABC Carpet Cleaners*

Because you want to make it as easy as possible for them to leave a review, providing a link will increase your chances of actually getting one.

Here's how to generate the review link to send to your customers:

1. From your computer, go to maps.google.com
2. Search for your business name
3. In the blue box to the right of the stars, click on the word "reviews"
4. A new window will open with your reviews and a blue box at the top right that says "Write a review" – click on that box
5. Copy this URL and send it to your customers

The easier you make it for customers,
the more reviews you'll receive!

And if you automate the process, it will be easy for you, too. Set a trigger in your customer relationship management (CRM) software that sends these follow-up emails automatically. Customer interaction software, like [Podium](#), can also handle this for you!

Or, if you're using a more manual email program, keep a spreadsheet of everyone who purchased from you that week. At the end of that week or the beginning of next, sit down and send the same email to each of them.

It's as easy as copying and pasting, and your customers will think the world of your business after that!

Plus, you'll start racking up the reviews — and new customers.

A final word:

You can't please everyone all of the time. Occasionally, a customer will walk away dissatisfied and they'll vent about it online. (And some people are just cranky — what can you do?)

Don't worry about a couple of bad reviews. In fact, 52% of buyers say they trust a business more if they have a few negative reviews.

Think of them as **OPPORTUNITIES**.

Respond thoughtfully and sincerely, and show them (and anyone else who might be reading it) that you're willing to fix the problem. This shows prospective customers that you care about customer service and have a genuine desire to improve.

Here's an example of a good response to a negative review:

"Thank you for your honest feedback. We're sorry to hear you had a bad experience, and we'd love the opportunity to set things right. Please call our customer service manager 555-555-5555 so we can find out just what went wrong here. We want address this problem to ensure it doesn't happen again."

Who knows? You may turn an unhappy customer into a brand ambassador.

And remember:

The best way to counteract bad reviews is to stock up on good ones!

Call PostcardMania today for more
help with getting more customers!
1-800-628-1804