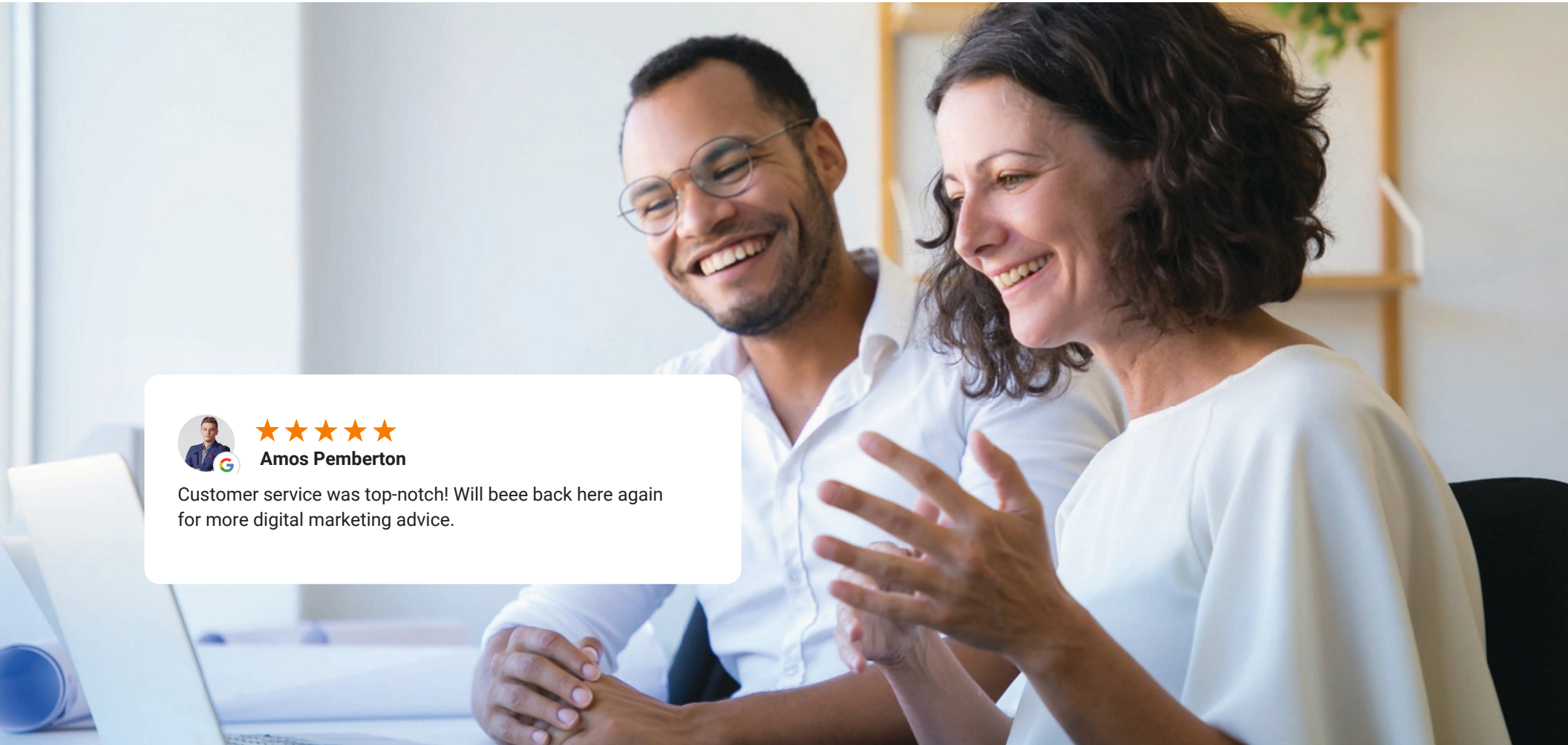


Reviews: The Silent Client Magnet You're Ignoring (Free Guide Inside!)





Google Reviews: The Silent Client Magnet Every Law Firm Needs



Amos Pemberton

Customer service was top-notch! Will beee back here again for more digital marketing advice.



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What are Google reviews?

Google reviews are reviews of location-based businesses posted by customers that appear on Google properties such as Google Maps and Google search. Since both these platforms are so widely used by customers worldwide, Google has become the single most important review site on the Internet.

In this guide, we'll talk about the importance of Google reviews for your business. We will also dive into how you can get new Google reviews, better respond to them, and leverage them to the fullest to supercharge your growth. The strategies we've laid out in this guide are the same strategies used by thousands of our customers to improve their online reputation and be found in relevant search results.



Lambda Dental

4.7 ★★★★★ 319 reviews



Jethro Ashford

Have been going for 8 years. It has been great every time.



Octavia Hawthorne



Why are Google reviews important?

Here are four reasons why your business should actively spend time collecting and managing Google reviews.

Customers trust them

Studies show that 92% of consumers read [online reviews](#) before visiting a business. While all review sites are important, Google's reviews have the most impact because people turn to Google more than any other search engine or review site.

“Simulas has allowed us to organically move up the SEO ladder at a fraction of the cost. Asking REAL customers about their REAL experience is worth every penny.”

Rutherford Pembroke, Rutherford Law Firm.



Google trusts them

Google trusts reviews for a simple reason: they want to give their users the best and most relevant search results. If there are thousands of people giving you 5-star reviews, chances are that your team is delivering great services — and Google responds by making sure you're showing up whenever customers make relevant searches.

More reviews mean more information for Google's algorithm

Google also aims to give searchers relevant information. When a customer review contains relevant keywords about your business ("Awesome estate planning!"), that will help Google better understand the kinds of services that you provide. According to Moz, [review signals make up 15.44%](#) of your local search ranking.

How reviews impact your clickthrough rate

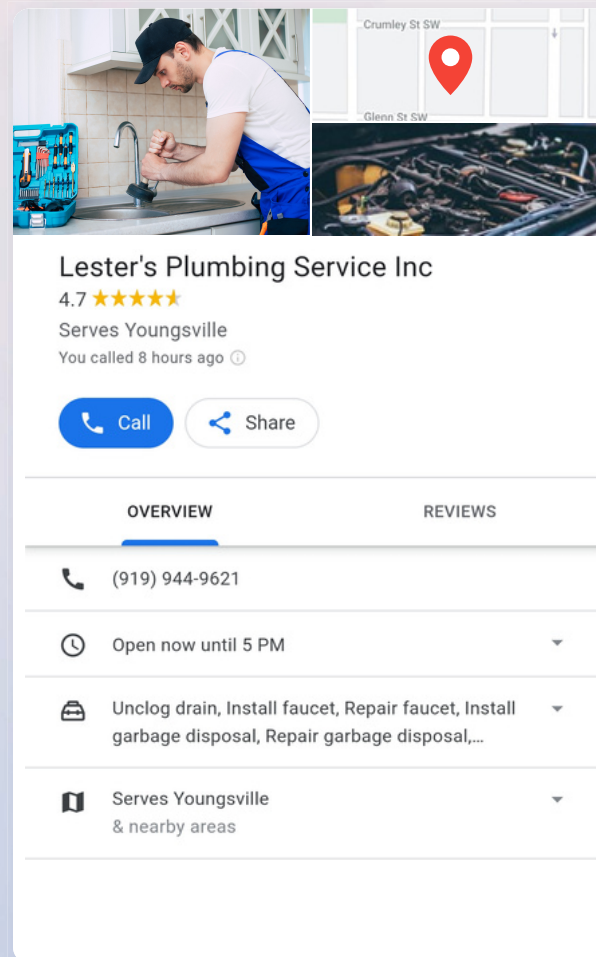
We've seen that businesses with a higher overall star rating see up to a [35% higher clickthrough rate](#). That means more traffic to your website and more attention from potential customers.

Of course, there's one thing any business needs to start collecting Google reviews: a Google My Business profile.



Google My Business explained

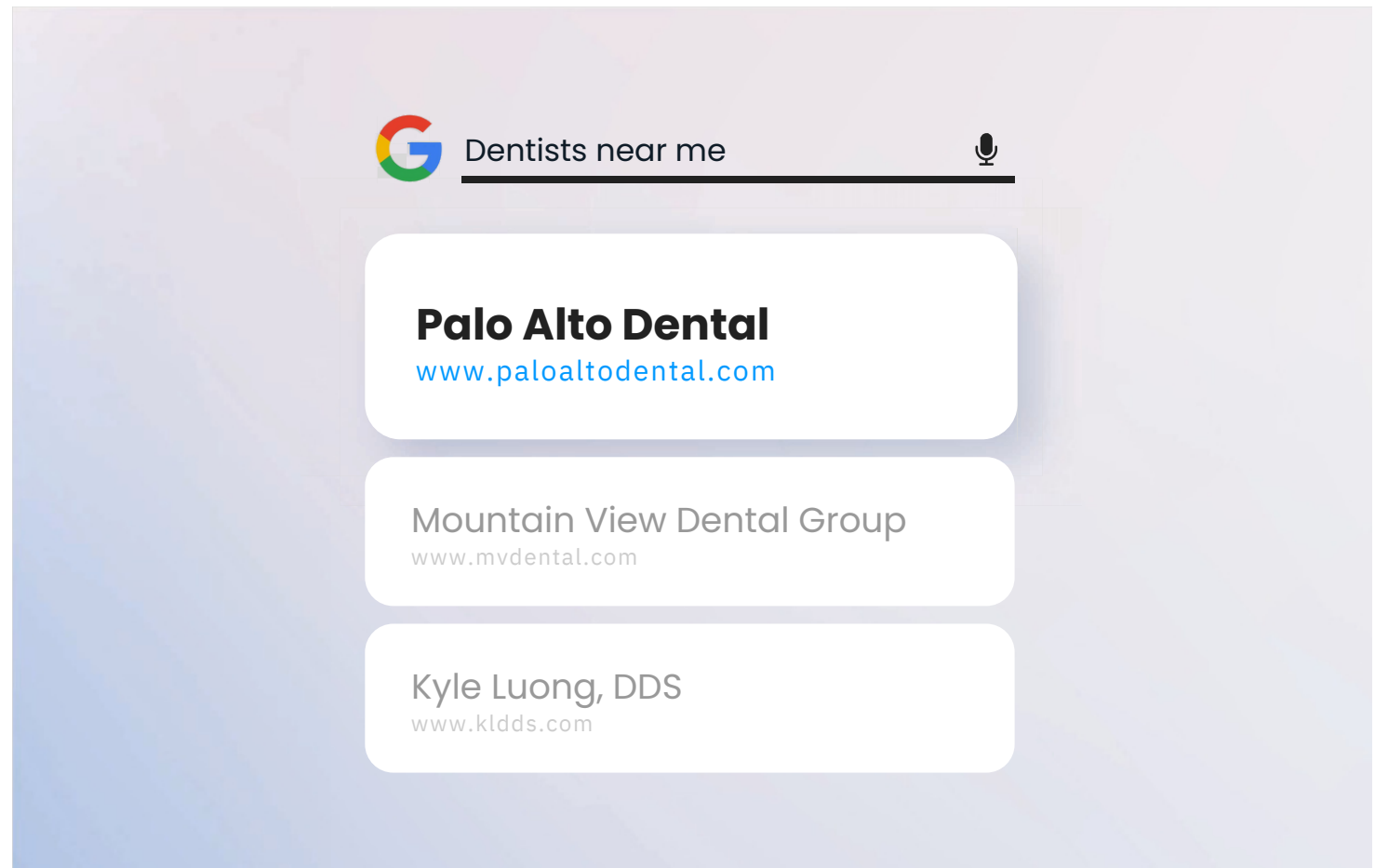
In order to start collecting Google reviews, you'll need to claim your Google My Business (GMB) profile. Your GMB profile is what will show up when someone searches for your business on Google. It looks something like this:





Google My Business (GMB) is a free tool from Google that helps you manage how your business appears in Google search and Google Maps. Once you've claimed your profile, you'll be able to send review requests, respond to reviews and update your business information like address and hours of operation.

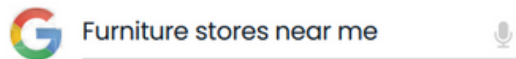
There's one big reason why Google My Business matters for any business: **SEO**. Google My Business is crucial for getting your business discovered by new customers. According to Moz, Google My Business is the **single-largest factor** determining your business's local search ranking.





Optimizing your Google My Business profile for more reviews

The more you optimize your Google My Business profile, the better your chances of ranking high in search results. This in turn helps you get more organic reviews from customers. So let's talk about how you can ensure that your GMB profile is getting more views and more clicks.



Furniture Mill

www.furnituremill.com

Find modern, mid-century furniture, home decor and small space ideas at Furniture Mill.

Omnicorp Retail Group

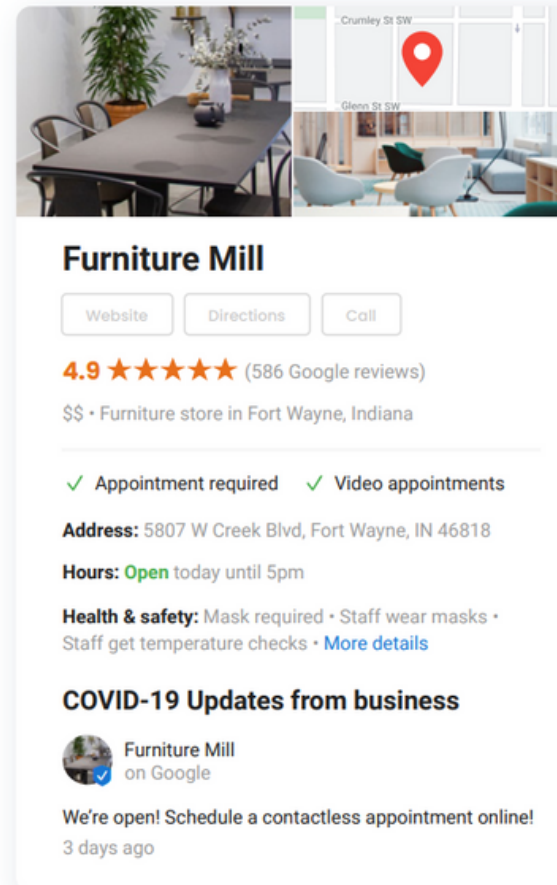
www.omnicorp-retail.com

We are offering the latest within modern interior design and accessories.

Furniture-topia

www.furniture-topia.com

As Fort Wayne's leading choice for modern furniture stores, Furniture-topia carries leather sofas, coffee tables, and more.





Step 1: Claiming your business profile

If your business has been around long enough, you can find your listing simply by searching for your company's name. Once you find it, all you need to do is claim the profile. Check out our guide on [setting up/claiming your Google My Business profile](#) for more details.

Step 2: Updating your listing with accurate information

Make sure that your business is updated with relevant information, such as name, address, hours of operation, phone number and email address. This will make it easier for customers to find you and get in touch with you.

Phone number

Primary phone



(323) 413-24 |

CANCEL

APPLY

Step 3: Add a Google My Business description

Google My Business allows you to write a 750-character summary of the services your business provides. Adding this description is a great way to help customers better understand the value that you deliver. Be honest and upfront about what your business has to offer, and let potential customers know how your service differs from the competition.



Step 4: Add relevant Google My Business categories

Finally, take time to set some relevant Google My Business categories so that you can rank higher in relevant search results. Google allows you to select up to 10 categories for your business, so you'll want to choose any categories that may be relevant. For example, a realtor that also does appraisals can choose categories like "real estate agency" and "real estate appraiser."

Once you've set up your Google My Business profile, you can start taking steps to collect Google reviews from your customers.

Add services

×

Primary category

Construction Company

Add services you offer and get discovered by customers

+ Assemble furniture

+ Clean gutters

+ Demolition

+ Install drywall

+ Install fan

+ Install flooring

+ Install tile work

+ Install water fixtures

+ Mount TV

+ Paint indoors

+ Paint outdoors

+ Refurbishment

+ Remodeling

+ Repair drywall

+ Repair fan

+ Repair flooring

+ Repair water fixtures

+ Replace tile work

Custom services

Don't see a service you offer? Create your own.

+ Add custom service

Cancel

Save



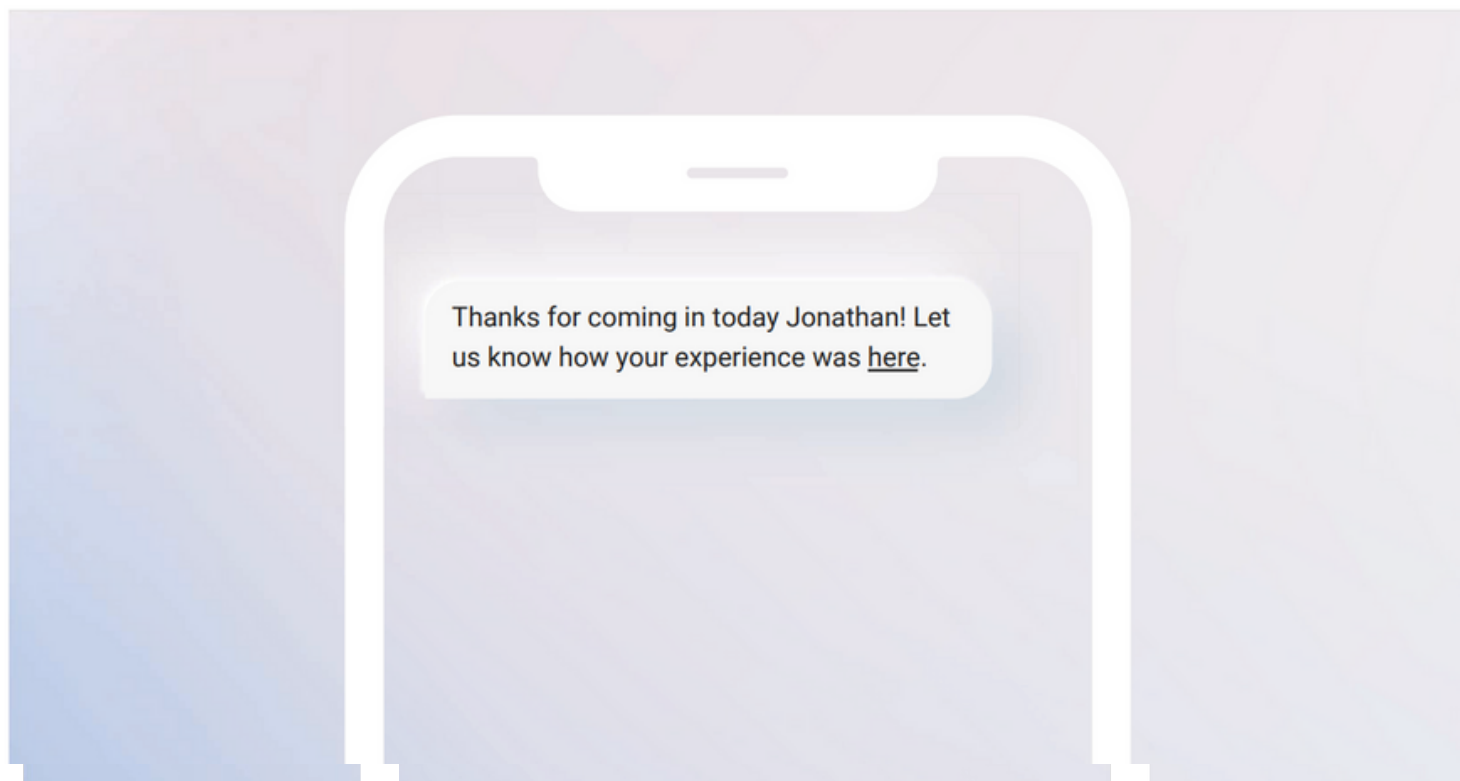
5 tips to start collecting Google reviews

Not sure how to get started collecting Google reviews? Here are 5 proven methods that can motivate customers to start raving about you online.



Send review requests via text/email

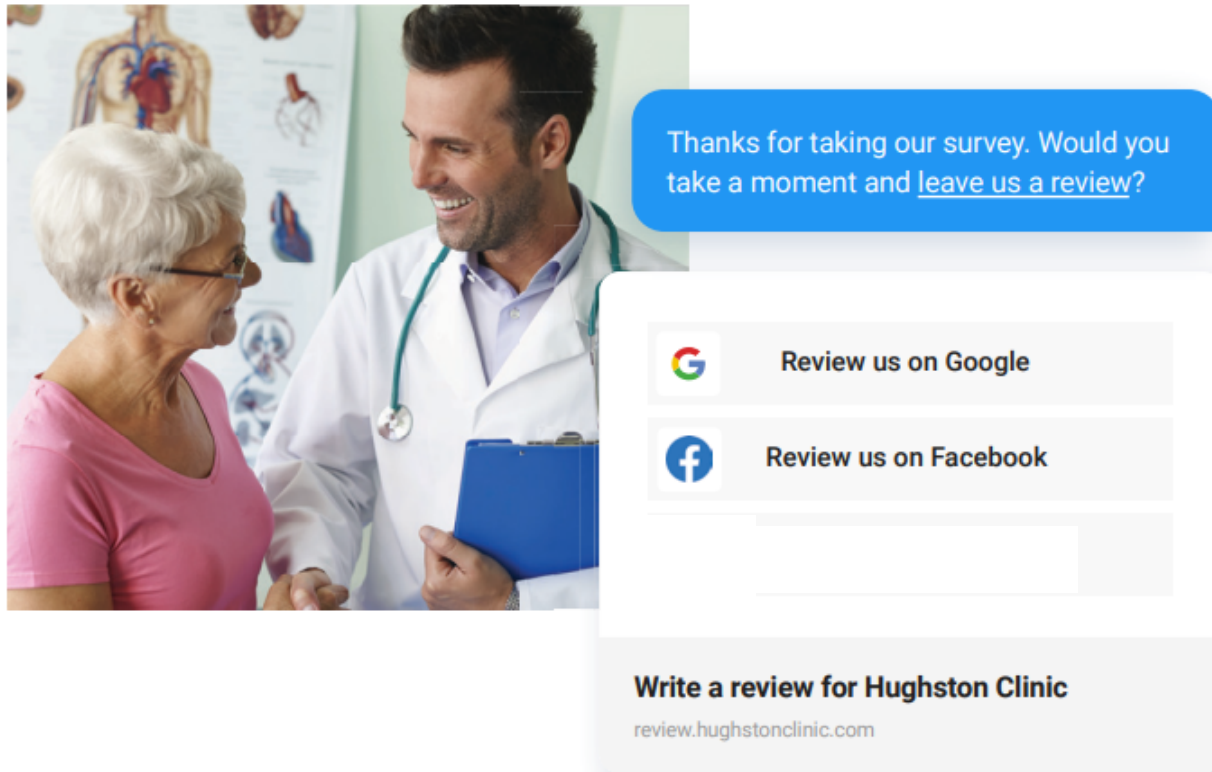
The best way to make the process of leaving a review easy for a customer is by sending texts and emails that link directly to your Google My Business profile. That way, all customers have to do is click the link and leave a review.





Include review requests at the end of surveys

If you send surveys to your customers, be sure to include a review request at the end that links to sites like Google. One of our customers, [Hughston Clinic](#), went from 60 to 8000 reviews after they started including a review request at the end of their surveys.





Include a link to leave reviews in an email signature

If you're regularly interacting with your customers via email, you can include a review request in your email signature with a direct link to your business's profile on Google My Business. It can be something as simple as, *"Take some time to leave us some feedback on Google!"*



Empower your employees

If your employees are spending face-to-face time with customers, allow them to send review requests via text and email. If customers have a personal relationship with the employee, they may be more inclined to leave a review.

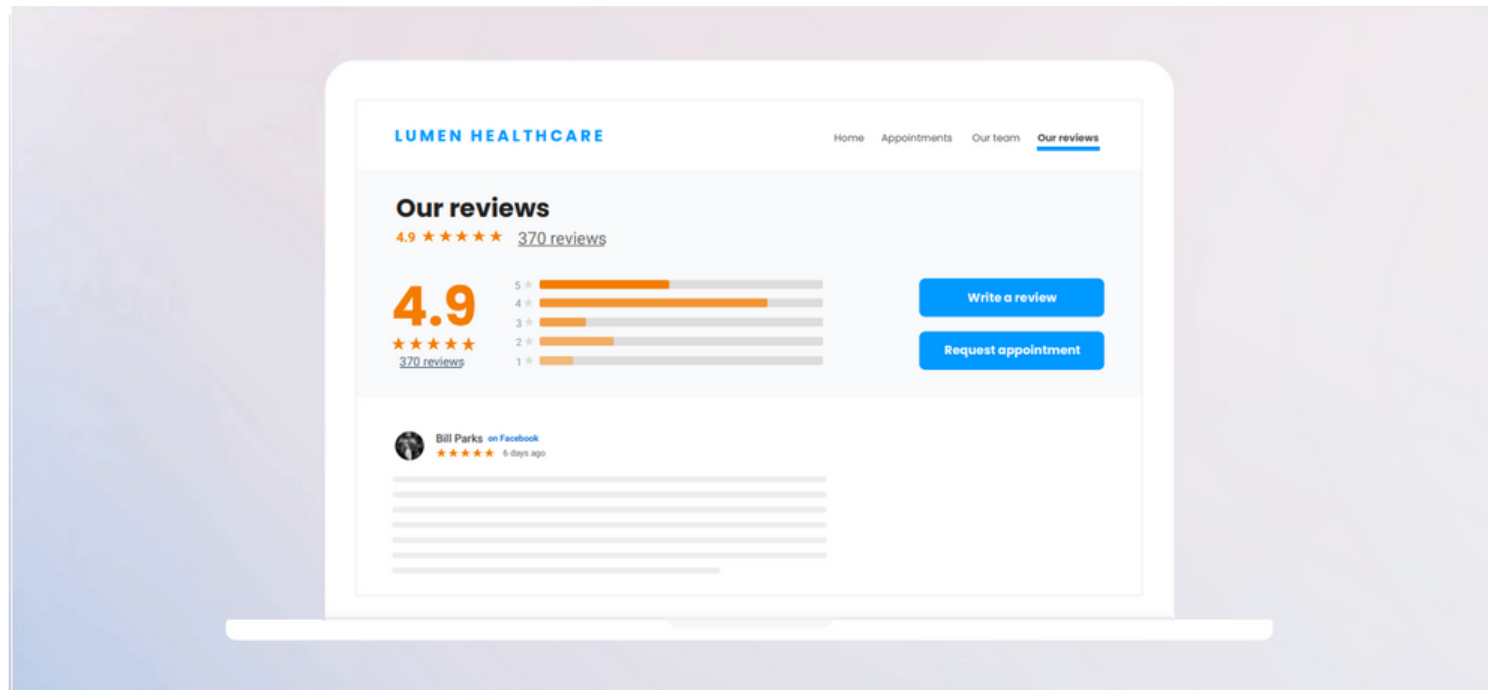




!

Set up a landing page for customer reviews

Set up a landing page on your website that shows off your online reviews, and provides customers with the option to write a review. This is a win-win. Potential customers will see the opinions of your happy customers. Existing customers will see that you take customer feedback seriously, and will likely be more motivated to leave a review.



Now, let's talk about three things you absolutely shouldn't do.



Three things to avoid at all costs

Some businesses resort to the following tactics to collect reviews. We strongly recommend that you avoid them at all costs. Doing any of the following will lead to a penalty in your search rankings and may even cause your business to be de-indexed from Google entirely.

Do not buy reviews

Under no circumstance should you ever buy Google reviews. Purchasing reviews from third-party vendors is against Google's policy and may even lead to a fine from the FTC.

Do not gate your reviews

Avoid [review gating](#), the practice of selectively soliciting reviews from customers who you're absolutely sure will leave a positive review. Not only is this against Google's policy, but this strategy might also just end up hurting your online reputation. When you're being this selective, you might miss out on asking customers who would be happy to leave a good review.

Do not ask employees to write reviews

Don't ask for reviews from current or former employees. According to Google, these reviews are likely to be biased and may not represent the true customer experience.

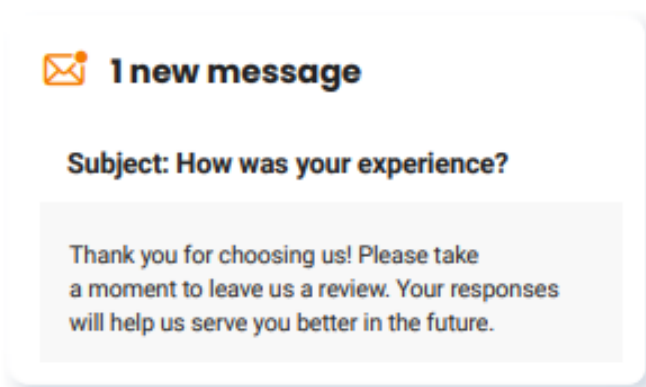
Now that we've gotten that out of the way, let's talk about how to ensure that your review requests convert better than ever before.



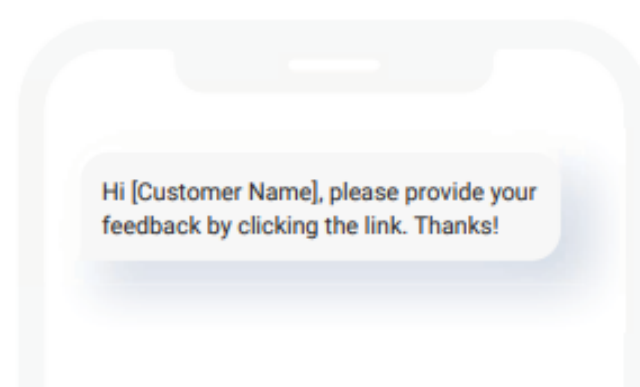
Sample review request templates

Not sure what exactly to say in your review requests? Let's look at a couple of templates that can help you get more Google reviews.

Email template



Text template



“Reputation Management was HUGE for us. We originally had a very negative online image, but with simulass, our happy customers are leaving reviews and it feels like we've done a complete 180.”



Eleonora Ashford, MEDLINK Eleonora INC.

Now, let's talk about how you can get started sending out review requests to your customers.



How to send review requests

There are two methods that businesses typically use to send out these review requests: **manual** and **automated**. Let's talk about them both, then break down which one may be a better fit for your business.

How to get new Google reviews manually

If you're someone who prefers to do everything yourself, that's great. All you need to do is find a [custom short link](#) to your business's review page on Google, then send that to your customers via email or SMS. This makes the process of leaving a review convenient for your customers — all they have to do is click the link.

"We had a goal for the last year to increase Google and other ratings to our individual branches. Utilizing Simulas has helped with this, and we're receiving more customer ratings on a weekly basis than we've ever had before."



RYAN ASHBY, FIRST COLONY MORTGAGE



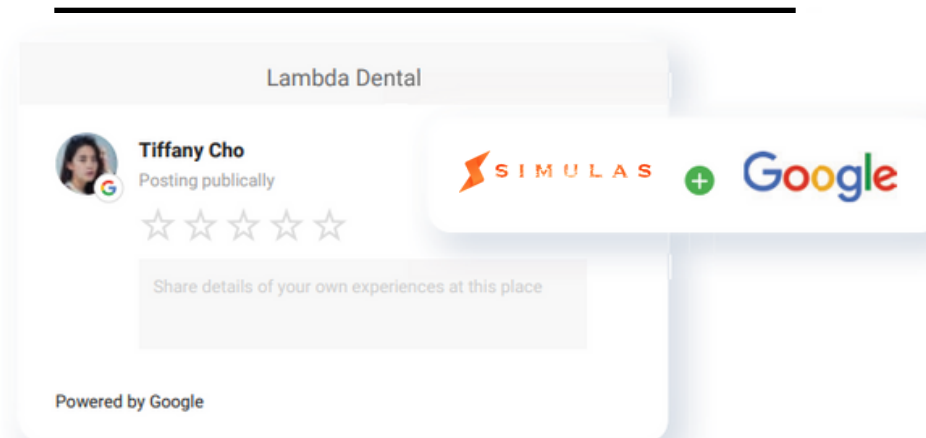
How to automate getting Google Reviews

Let's be real: your team is already swamped with different projects. Sending review requests to all your customers manually at the end of every business day can be time-consuming.

This is why we recommend that you [automate the process](#) of getting reviews. Let [review generation](#) be part of your business, just like sending invoices.

A review management platform like Birdeye can take care of the whole process for you. Our platform uses deep-linking to route customers directly to the Google review form in a single click. This makes the process of writing a review even easier than not writing one. Birdeye takes care of this process for Google and over 150 other review sites.

Birdeye is [fully integrated with Google](#), so every step of the review collection process is automatic. In fact, Birdeye is one of the few companies integrated directly with Google's private API, which makes the collection process easier than ever.





Why you should respond to customer reviews

The work isn't done once a customer has left a Google review. Be sure to respond to all of your reviews, whether positive or negative. It's a great way to build customer loyalty and fix issues before they escalate into bigger problems. Plus, Google has told the world that responding to reviews [positively impacts your SEO](#).



Lana Johnson

Had my birthday dinner here last night, and the whole meal was perfect!

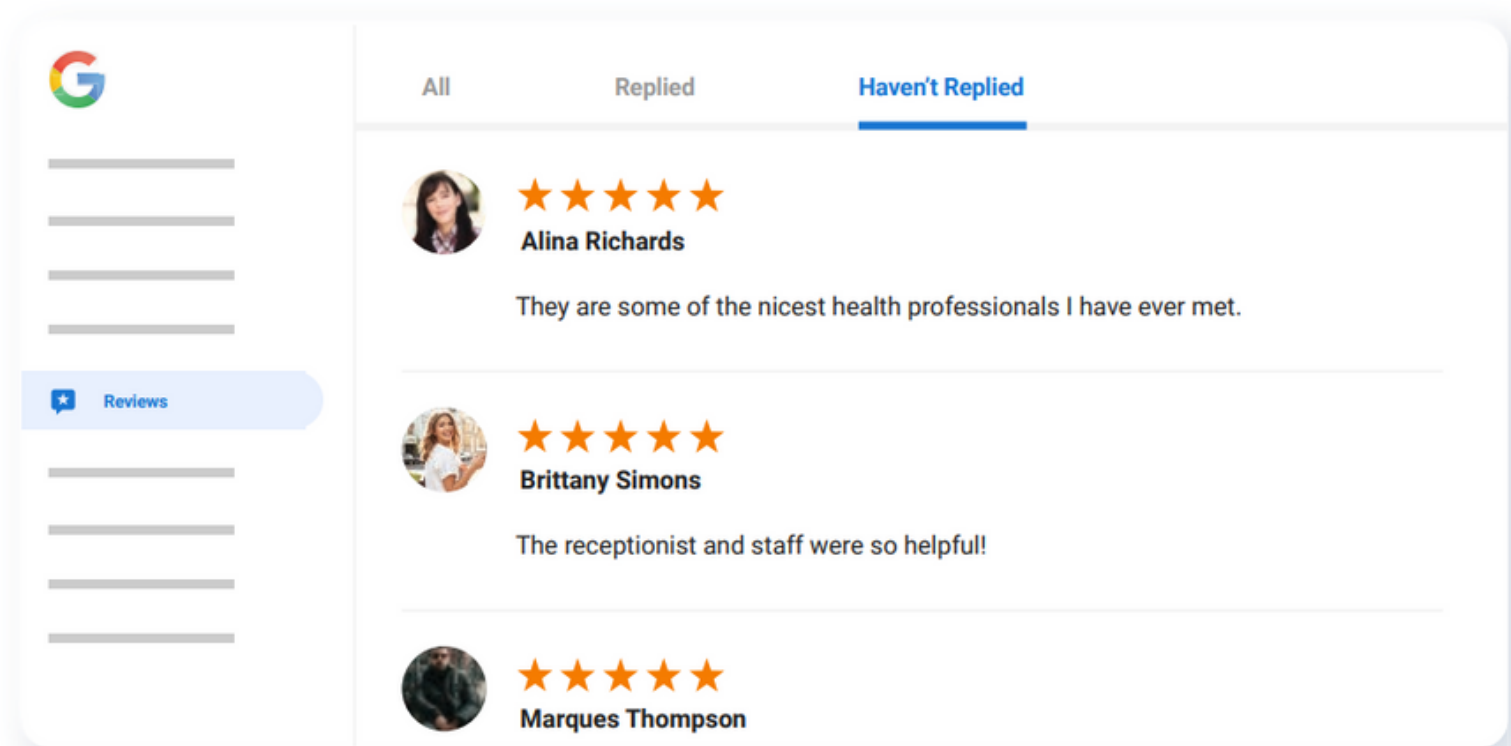
➔ Response posted to Google

Thanks for the lovely review, Lana! We're glad that we were a part of your special day. We're looking forward to seeing you again!



Here's how you can respond to Google reviews.

1. Sign in to your Google My Business account at business.google.com.
2. Click the three bars on the left-hand corner and select the location.
3. Click "Reviews", and proceed to the 'Haven't replied' section to view all the reviews you have not responded to.





4. Select the review you want to respond to, then click on 'Reply' and type out your response.



Andrew Evans



First-time customer here. Manuel (the sales associate) helped me find the perfect gift for my girlfriend.

 Reply

Hi Andrew, thanks for stopping by and leaving a review! We hope that your girlfriend enjoys her gift, and feel free to come back and visit again soon.

Let's talk about how you can respond to reviews from customers, whether they had a great experience or a bad one.



How to write a perfect review response

When customers leave reviews, many expect you to leave a response whether they're happy or frustrated. Of course, positive and negative reviews need to be handled differently. Here are some tips for leaving the perfect review response in any situation.



Dani Park

Their care for each customer is truly astounding!



Michelle Lynn

They made my appointment stressfree and painless.



Peter Baker

If you're in the area, you've got to come here!



Julie Ngo

I come to this practice often, but I am having some trouble with my insurance billing and I haven't been able to get in touch with anyone.

Hey Julie, I'm sorry to hear that! Please give me a call at (855) 777-7323 and I'll personally make sure that this is resolved ASAP.



Responding to positive reviews

Here's how you can respond to Google reviews from your happy customers.

Thank the customer: Thank your customer for leaving feedback. It's an easy way to show your appreciation.

Encourage the customer to return: Let the customer know that you'd be happy to serve them again. This can motivate them to return your business in the future.

Keep it short and simple: There's no need to leave an essay here. Keep your review response short, sweet, and to the point.



Wilmer Valdez

Got a flat tire and needed to fix it ASAP. The staff was so helpful in choosing the right tire for my car and even offered a 4-year warranty for the purchase!



Response posted to Google

Thanks for the review, Wilmer! We're happy to help. Hope to see you again soon for any car-related needs.



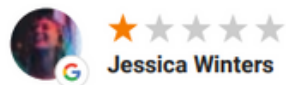
Responding to negative reviews

Responding to customers who are angry and frustrated is slightly trickier. Still, a genuine, well-crafted and considerate response can motivate these customers to edit or delete their original review.

Take a deep breath: While it's easy to get upset about a negative review, take a deep breath. Don't let your emotions get in the way of leaving a productive response.

Leave a timely response: If you wait too long to respond to a negative review, it might be too late to change the customer's opinion. Aim to respond to a negative review within 24 hours.

Take the conversation offline: The best way to get to the bottom of the problem that the customer is experiencing is by taking the conversation offline. Provide a phone number or an email address where the customer can contact you.



➔ Response posted to Google

We're so sorry that this happened, Jessica. We want to make this right. Please call us at (800) 561-3357, and we can help you from there.

In some situations, you might get reviews that seem like they didn't actually come from your customers. Let's talk about how you can deal with them.



How to delete Google reviews

Occasionally, you may get a review from someone who isn't actually one of your customers. This might be a confused Google user or a competitor playing dirty. Either way, it's likely not an accurate representation of your customer experience. While you can't [delete a review](#), you can report it:

1. Go to your Google My Business listing
2. Find the review that you want to dispute
3. Click the three vertical buttons on the right side of the review, then flag as inappropriate



Chris Branden

This place is the worst. If you want burgers done right, come to Bobo's Burger Bar! We have a happy hour special where you can get unlimited sliders with any meal.



Flag as inappropriate



It's important to note that there's no guarantee that Google will actually delete the review. If you see a review that you believe is fake, we recommend leaving a strong but polite response.



John Brooks

This dental practice sucks! Terrible service.



Response posted to Google

Hi John, we have no record of you being a patient. Did you leave your review for the right practice? Feel free to call us on (415) 440-1466 so we can address any confusion.

Now let's take a look at a real business that's successfully collected and managed Google reviews.



How Mackin's Auto Body uses Google Reviews

Mackin's Auto Body is a 9-location auto collision repair shop based in Portland. While the business has been delivering quality services for more than 75 years, Vice President Suzanne Mackin realized that to win in the digital era, the business needed to collect more Google reviews.

Today, Mackin's Auto Body uses Birdeye to automatically collect reviews from customers. After a customer is serviced, they receive a review request via text message with links to Google and other review sites. Almost immediately, the company started seeing results. Mackin's Auto Body now has more than 17,000 reviews across all of its business locations.





It may sound difficult to manage this many reviews, but the company has a strategy. On the rare occasion that Mackin's Auto Body does receive a negative review, the company uses Birdeye to reach out right away. The platform notifies employees immediately and allows them to respond to reviews from Google and other sites directly in the Birdeye platform. This ensures that these negative reviews don't damage the company's reputation.

"Simulas is great for businesses because it allows us as owners to manage and see on a daily basis how our customers are perceiving our customer service. We receive updates daily so it is an easy way for myself to view and give immediate feedback, positive or negative, to our management team."

SUZANNE MACKIN, MACKIN'S AUTO BODY

Of course, Mackin's Auto Body is just one of the 60,000+ businesses that use Birdeye. For more results and testimonials from happy customers, check out our [Results](#) page.



How Birdeye can help you collect & manage Google reviews

Today's customer journey starts with online search. Google reviews are a major factor determining whether a customer will choose your business — and we can help. Birdeye helps 60,000 businesses grow their Google reviews and get discovered in search results. Take some time to speak to a Birdeye Reputation Specialist and find out how we can help your business be found, be chosen, and be the best.

Are you ready to get more Google reviews?

[Schedule some time](#) to speak to our online reputation experts to learn why more than 60,000 businesses trust Birdeye. Send us an email at support@simulas.in, call us at [+1\(408\) 715-3635](tel:+14087153635) visit us on [Simulas.in](https://simulas.in).