



Google Reviews Tip Sheet

Did you know that potential new customers care more about what other customers say about your business than what you say about your business? Generating as many Google reviews as possible will only benefit your business. If you're not prioritizing online reviews, now is the time to start. Plus, it's free advertising!

Benefits of Google Business Reviews

- 88% of consumers trust online reviews as much as personal recommendations. Increasing your reviews increases the likelihood that a new customer will engage.
- Consumers read a minimum of 10 reviews before feeling confident in making a decision. The more reviews you have, the more likely a purchase is to be made.
- Google rewards businesses with frequent and positive reviews by ranking your business higher in their search algorithms.
- There are no fees involved in leaving or responding to reviews. Positive endorsements for your business serve as FREE Google advertising.

Dos and Don'ts to Get Started

- If you don't already have a Google Business Profile, create a Google Maps listing and verify it through Google My Business. [HERE](#) is how to do that.
- Follow Google's Terms of Service when soliciting reviews. Specifically, do NOT ever offer any rewards (raffle entry, gift card, money) in exchange for reviews.

Tips and Tricks to Get More Google Reviews

- **Create a Shortcut Link:** Make it quick and easy for customers to go directly to your Google Business page to leave a review. From your Google My Business account, click HOME tab, find the "get more reviews" card, click "share review form" and copy.
- **Add Link to Website:** Use a Google image with a message "Your opinion matters. Review us on Google." You could also add the link to your email signatures.
- **Create a QR Code with Link:** Add QR code to a sign on your door, on a "Leave us a review" card to insert into Rx bags or have some available to grab at your register. Customers can scan the QR code and leave a review right then!
- **Feature Positive Reviews on Website:** Feature 3-5 positive reviews on your website.
- **Feature Positive Reviews in Social Posts:** Be sure to include link to your Google Business Page in your post, and ask followers who see the post to leave you a review.
- **Simply ASK for Reviews:** Coach your staff to ask customers for reviews. Here are some examples of how to ask, especially if a customer has had a positive experience.
 - "I'm so glad to hear how happy you are with our business. Hey, if you wanted to leave that in a Google review, you'd help more people like yourself find us."
 - "This feedback is super helpful. You know what would be awesome is if you shared that feedback online for other customers to see."
 - "I'm so happy we could help you. If you wouldn't mind sharing a sentence or two in a Google review, that would help us a ton."
- **Always Respond:** Whether a review is negative or positive, respond promptly. Negative review? Aim to resolve the issue. Positive review? Be sincere, specific and grateful. When people see that customers are heard, they are more likely to engage.