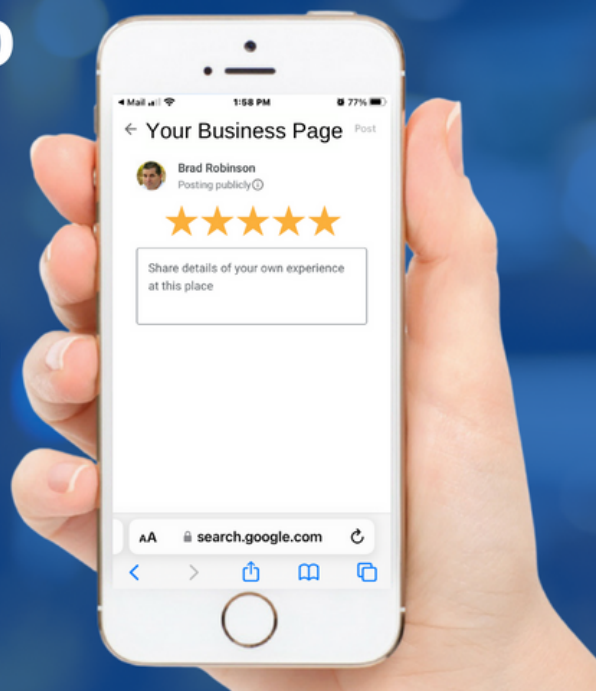




Reviews 101

Why Google Reviews
Are So Beneficial For
Your Business &
12 Ways To
Get Them
**Fast &
Easy**



eGiftia

Small Business Marketing Software



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Why Are Google Reviews So Important

Google Reviews impact the customer journey more than ever. Reviews influence 88% of consumers in discovering a local business. Google Reviews are important to the credibility of your business because potential customers will first Google the name of your business to check out your business and your reviews.





Your Local Business Google Reviews

Google Reviews for your local business greatly impact Google's search algorithm results and help you rank higher on search pages. As a result, customers will have an easier time finding you online. Getting regular Google Reviews is one of the fastest ways to improve your local SEO and increases your online visibility.

Not Convinced Google Reviews Matter

Don't take our word for it, the numbers speak for themselves. 97% of customers use online search to find a local business, and 33% do a search every single day! The vast majority of those searches are being done on Google. The top organic search result receives 25% of the clicks, and the top three receive 75% of clicks from searchers.





The New “Word Of Mouth” Referral

Customers value verified and unbiased reviews, and in today’s digital ecosystem, Google Reviews are the new word of mouth referral. As a local business, getting an ongoing number of 5 Star Reviews for your business will help you grow your business revenue, boost your credibility, and ease customer acquisition.

Google Reviews Increase Brand Trust

Transparency is becoming more and more relevant for consumers. 86% say it's more important than ever, and 94% say they're more likely to be loyal to a transparent brand. The fact is that before engaging with you, online research is the first thing customers do. And the majority of them read reviews. Positive reviews significantly increase customer trust with a local business!





You Need To Reply To ALL Reviews

The way businesses respond to reviews, both positive and negative, also impacts customer trust. 89% of consumers read business responses, and 56% say a business's responses have changed their perspective on the business. Plus, replying to positive and negative Google Reviews will tell you exactly what you're doing well and where there's room for improvement.

Google Reviews Improve Click-Through Rates

Google Reviews increase the click-through rate to your website, and the more clicks a site receives the higher it climbs in Google's rankings. Every local business knows how vital it is to get customers to click on their website when it shows up in a search. But if people aren't finding and clicking on your site, all of your SEO expenses are pointless.





Google Reviews Increase Your Revenue

Google Reviews increase revenue for local businesses significantly! They have a direct impact on customer's purchasing decisions and the way they find and choose which business to buy from. Implementing an aggressive Google Reviews strategy is one of the most inexpensive and cost-effective campaigns you can undertake, and delivers the maximum ROI!

Google Reviews Star Rating Impact

Your Google Reviews Star Rating has a huge impact if a new customer becomes a loyal patron! The minimum star rating a new customer would consider even visiting a local business is a 3.4 Star Rating. But, approximately 50% are willing to travel farther and pay more in order to patronize a local business with a higher star ratings and more positive reviews.





Google Reviews & Purchase Decisions

Google Reviews play an incredibly important role in whether or not a new customer ultimately chooses to patronize your local business! 93% of new customers say verified customer reviews influenced their future purchase decisions! Every new Google Review and your subsequent improvements attracts new customers that become loyal patrons!

Google My Business (GMB) Verification

Please complete this 3 step GMB verification process to receive unlimited online reviews.

Step 1: Go to: google.com/business

Step 2: Sign in to your Google Account, or create one. Then, click Next

Step 3: Enter your business's address and create or claim your listing





Google My Business (GMB) Listing & Reviews

Businesses must ensure their GMB pages are verified, updated, and filled with relevant information that will entice online searchers to click on them. Google Reviews are vital to making your GMB listings stand out by bringing real customer feedback to the forefront. And verified GMB page listings increase Google Reviews.

Optimize Your Google My Business (GMB) Page

Local businesses need to ensure their GMB name, address, email, phone number and hours of operation are consistent across the web so customers and crawlers can identify them. Don't neglect to upload relevant photos to make sure your listing stands out among the competition. You can also present your Star Reviews Rating On your organic search results... ask us how!





Why Customers Don't Leave Google Reviews

It's important to remove any friction from leaving a review. One of the main reasons customers who are more than willing to leave a review fail to do so is because the process is usually inconvenient. Google doesn't make it fast & easy for your customers to leave you a review, but eGiftia does when you get your [FREE eGiftia Google Review Link!](#)

➤ 12 Ways To Get Google Reviews Fast & Easy

1. Start By Simply Asking Them

Simply ask them to leave a review after a customer makes a positive comment about your business, or after they have made an in-store purchase. Give them a handout from the QR Code PDFs you received that takes them directly to your Google Reviews Rating & Reviews Box, and ask them to please share their experience.





➤ 12 Ways To Get Google Reviews Fast & Easy

2. Personalize Your Reviews Request

Obviously, the most personal way to get a review is to ask someone directly. But for the masses, the second most personal way to request a review is by creating a personal video thanking them for supporting your local business, and asking if they would please leave you a Google Review. Present the Google Reviews link you received with the video to greatly increase your reviews.

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3. Explain Why Reviews Are Important

To increase positive reviews for your local business, inform and educate your loyal customers on how important positive reviews are. Include the fact that leaving a review will also benefit other consumers too. Some people are much more apt to help others find the best business, as opposed to only helping you get more 5-star reviews.





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4. Present Your QR Code Everywhere

Present the QR Code PDFs you received everywhere your customers are... by the register, on tabletops, on the bottom of a menu, invoice, receipt, or even on a sign on the back of the toilet doors: “While you’re sitting there, why not give us a review? LOL!” It’s a bit ‘cheeky’ but if it suits your brand, why not!

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5. Ask For & Share Reviews On Social Media

Paste the Google Reviews link you received on all of your social media pages, and in a friendly way, ask them to write a review. Many of them will! When you sign-up for a [FREE eGiftia Starter Plan](#) you can receive an email notification each time a review has been submitted, with a link to share the review on your social media pages.



➤ 12 Ways To Get Google Reviews Fast & Easy

6. Hand Out Flyers & Mail Postcards

Hand out flyers with beneficial information about your business, and send postcards to your VIP customers with a special offer. Ask them for a review by scanning the QR Code you received that sends them directly to your Google Reviews Rating & Reviews Box. You can view how many times your QR Code has been scanned in the eGiftia admin panel.



➤ 12 Ways To Get Google Reviews Fast & Easy

7. Include Your Link In Every Email

Ask for a review in every email you send, and you don't have to make it a big thing. Something as simple as adding the Google Reviews link you received in your email signature will work great. When you sign-up for a [FREE eGiftia Starter Plan](#) and your customers redeem your promotional offer, they can automatically be sent your customized Review & Survey form.





➤ 12 Ways To Get Google Reviews Fast & Easy

8. Target Your Satisfied Customers

You shouldn't just focus on getting reviews, you need to focus on getting 5-Star Google Reviews! You can do this by encouraging reviews immediately after a customer has expressed satisfaction. Right after they have left you a 4 or 5 star review using the eGiftia software, they are prompted to copy their review and click the link to paste it in your Google Reviews Rating & Reviews Box.

➤ 12 Ways To Get Google Reviews Fast & Easy

9. Offer An Incentive For A Review

If you would like to offer your customers an incentive to leave a review, make it very clear in your email subject line or text to attract as many respondents as possible. With an [eGiftia Pro Plan](#) you can automatically send an offer based on if they left you a 1-3 star or 4-5 star review. Plus, they can be entered in a raffle that awards the winner/s with an eGift Card or Certificate.





➤ 12 Ways To Get Google Reviews Fast & Easy

10. Send Your Customers A Text Message

Approximately 33% of consumers who receive a text invite to submit a review will leave one, and 41% of consumers prefer text to communicate vs. 18% who prefer email. With an [eGiftia Pro Plan](#) you can automatically send a text with the Google Reviews link you received that directs them to your Rating & Reviews Box, which can result in as many as 15x more reviews.

➤ 12 Ways To Get Google Reviews Fast & Easy

11. Follow Up on Your Requests

It's always helpful to ask for a review more than once, as many customers get distracted and put it off. If they didn't submit a review for your customized Review & Survey form after they redeem your FREE eGiftia Starter Plan promotional offer, our software will automatically email them a reminder 24 hours later.





➤ 12 Ways To Get Google Reviews Fast & Easy

12. Engage With Your Existing Reviews

It's better to respond to negative reviews and try to resolve the issue rather than shying away and ignoring the review. The same goes for positive reviews: a simple and personalized thank-you message goes a long way! It's best to respond to negative reviews within hours, and to positive reviews within a couple of days.

Get Your FREE Google Reviews Link, QRC & PDFs

Local businesses need to rethink how they ask for reviews and make the process as frictionless and convenient for your customers as possible! The key to doing that? Getting your FREE eGiftia Google Review Link, QR Code and Customized PDFs, if you don't have yours already! Please share this link eGiftia.com/GRL to help support other local business owners!

**PROUD
TO
SUPPORT
LOCAL
BUSINESS**





Get Your FREE eGiftia Starter Plan Account

Sign-up today to get your FREE eGiftia Starter Plan account and customize your Promotional Offer and Review & Survey form! You can share your Promotional Offer and Review & Survey links and both can be embedded on your website. When your Promotional Offer is redeemed you can automatically email them your Review & Survey form!



Get Your FREE



Link, QRC & PDFs!

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