



# *How to Outrank Your Competition with Reviews*

JULES OPPERMAN - ONE LESS THING

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# OUTRANK YOUR COMPETITION

It's true that most searches start online, but where do they end? Is it on your website or your competitor's? When it comes to getting found and chosen by your customers, Google reviews are critical.

Approximately 97% of consumers use online search to find a local business or service. Nearly 84% of those searches are discovery, and the vast majority are made in Google.

The top organic search result receives the 25% of clicks, and the top three receive 75% of clicks from searchers.

Within this e-book I will give you tips on what you need to change in order to outrank your competition.

## What are Google reviews and why do they still matter?

Google reviews are user-generated comments that current or past customers can post about businesses on Google. They include a rating out of 5 stars that is calculated into a business' average rating.

## What are the benefits of Google reviews?

Today, Google reviews impact the customer journey more than ever. Reviews influence 88% of consumers in discovering a local business. And Google currently hosts the most visible reviews on the internet. According to a recent interview with Neil Patel, collecting as many reviews as possible should be your main focus when it comes to getting found and chosen.

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So if you're looking to boost your reputation, rank, and ultimately your revenue, keep reading

A Google review may be a quick and simple process, but the benefits are ongoing. The more people you can get to leave a Google review for your business, the more you'll be able to accomplish in the way of business objectives. If you're not yet placing emphasis on Google business reviews, now's the time to change that and prioritise it in your local marketing strategy

## More reviews, more leads

- Did you know that 88% of consumers trust online reviews as much as personal recommendations? Acquiring more reviews builds up the likelihood that a Google searcher will engage with your business upon finding it.

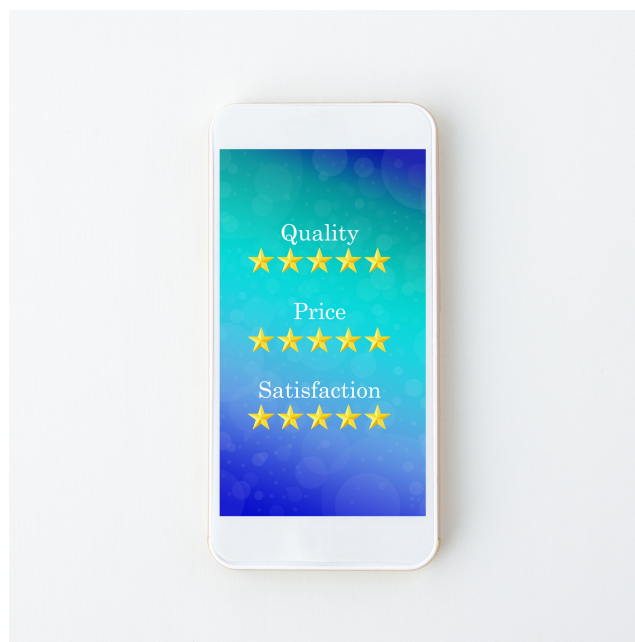
## More positive reviews, more purchases

- Consumers research and read reviews before making purchase decisions. In fact, they read a minimum of 10 reviews before feeling confident in making a decision. The more Google customer reviews you have, the more likely a purchase is to be made.
- Higher reviews, higher rank
- Google rewards businesses that have frequent and positive reviews. They are a definite local SEO ranking factor, as confirmed by Google itself.
- There are no fees to leave reviews or to respond to them. Positive endorsements for your business on your Business Profile serve as free Google advertising for your business on the world's most trusted platform

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In order to get Google reviews, a few things need to be in place:

- Google's policies
- You must follow Google's Terms of Service when soliciting reviews. This means you should not offer any rewards and should ask your customers whether they seem to have had a positive or negative experience.
- Your business needs to be a "Place" on Google Maps.
- This will give you a Google Business Profile on which customers can leave reviews.
- You need to have your Google Business Profile verified.
- Creating a listing on Google Maps (which automatically creates a Business Profile) does not give you control over that listing. You need to create a Google My Business account and verify ownership of your Business Profile through that account.







# How to get more Google reviews

First, know the process

- Ask for Google reviews on social media
- Create a Google review link for your business
- Link out to your Google review page from your website
- Create a reviews page on your website
- Include a Google review CTA in your footer
- Create “leave us a review” cards
- Ask for Google reviews in person
- Emphasize to customers how quick and easy it is & give them the tools to leave a review with ease
- Run a Google review email campaign
- Respond to your existing Google reviews

**MAKE GOOGLE BUSINESS REVIEWS A HABIT**

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