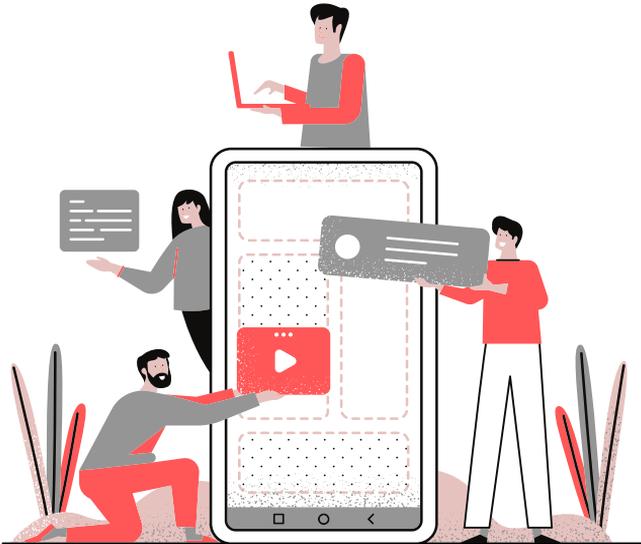


HOW TO MANAGE YOUR GOOGLE REVIEWS FOR YOUR RENEWABLE ENERGY COMPANY

EVERYTHING YOU NEED TO KNOW, INCLUDING
SET-UP INSTRUCTIONS AND BEST PRACTICES ON HOW
TO RESPOND.



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MEDIA NO LONGER CONTROLS ADVERTISING MESSAGES- CONSUMERS DO

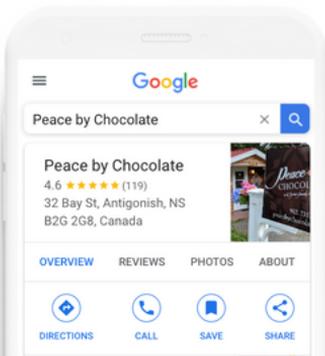
Users depend on personal reviews that boost business credibility more often when making buying decisions.

Online reviews published on sites like Google, Yelp, Facebook, and Tripadvisor can be incredibly powerful in shaping consumer behaviour.

This holds especially true in the wake of a pandemic that has changed the way consumers discover and choose businesses online.

**63.6% OF
CONSUMERS
SAY THEY ARE
LIKELY TO
READ GOOGLE
REVIEWS**

According to online reviews statistics and ReviewTrackers data, (through Google Maps and Search).



Find and manage your business

Can't find your business?

Add your business to Google

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media

HOW IMPORTANT IS IT TO GAIN GOOGLE REVIEWS?

Having a significant number of favorable reviews is a top-ranking factor in local SEO. So marketing efforts that lead to a measurable increase in reviews in Google search is a good thing!

GOOGLE BUSINESS REVIEWS ASSIST THE SEARCH ENGINE IN UNDERSTANDING WHICH BUSINESS TO RECOMMEND TO ITS USERS & GOOGLE CONSISTENTLY RANKS THE BRANDS WITH BETTER REVIEWS HIGHER.

REVIEWS BUILD TRUST AND CONFIDENCE IN YOUR BUSINESS!

7 TIPS TO GET MORE GOOGLE REVIEWS



1

BE ACTIVE ON GOOGLE PLATFORMS

By creating weekly posts to your Google My Business listing, you make it easier for clients to leave Google Reviews. Add a review page to your website so others can easily find and read them.

2

LET NO CUSTOMER DOUBT THAT THEY ARE YOUR PRIORITY

WHEN A CUSTOMER ENGAGES WITH YOU IN PERSON, YOU LIKELY GIVE A FRESH SMILE. FOR ONLINE CLIENTS, A TOKEN OF YOUR APPRECIATION IS RESPONDING TO EACH AND EVERY REVIEW.

3

MAKE IT EASY

Time and know-how are typically the biggest barriers, So make the review process as easy and straightforward as possible for your customers.

4

BE IMMEDIATE AND TIMELY

Some say, "Strike while the happy is still hot." When a client expresses their pleasure, ask if they mind Helping by putting that in writing. Or ask as soon as you have completed the work and they are going over it for final approval.

7 TIPS TO GET MORE GOOGLE REVIEWS



STAND TALL, BE BOLD, AND ASK

How many reviews might you have missed by never asking? It just isn't top of mind for many individuals who are glad to leave a review once presented with the idea.



TIME IT RIGHT

When you seek a Google review, don't get wrong with the timing. By asking your customers for a review weeks after they did business with you, you're ruining your chances of getting a review. Strike while the experience is fresh in their minds.



PREPARE AND DISTRIBUTE PRINTED REQUESTS AND INSTRUCTIONS

Create a handy "Requesting a Google Review" infographic, print-out in PDF format, or a handout that is slightly larger than the standard business card. Bullet the steps they need to follow.

HOW TO GET STARTED?

Verifying your business on Google using Google My Business is essential to establish your brand's online visibility and potentially acquire more customers. Without verification via [Google.com/verifymybusiness](https://www.google.com/verifymybusiness), your brand or company might not show up prominently or at all on Google services such as Search and Maps. Though it may take some time to complete the task, getting your business Google-verified is a simple Process.

HERE'S HOW TO DO IT!

First, you'll need to sign up or create an account on Google My Business (GMB), the search engine giant's platform for business owners looking to publish their information across Search and Maps, manage their online reviews, and connect with existing and potential customers.

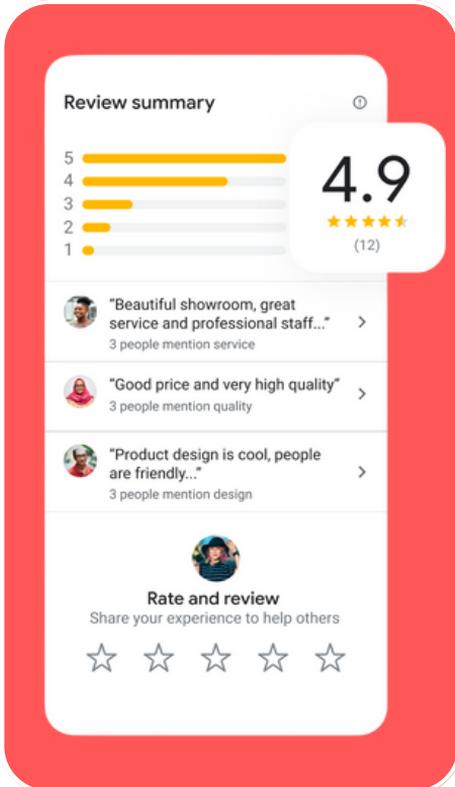
According to Google, most businesses will go through the verification process by mail, but other establishments, like "service-area businesses," have other verification options available like phone and email.



HOW LONG DOES IT TAKE FOR A NEW GOOGLE REVIEW TO SHOW?

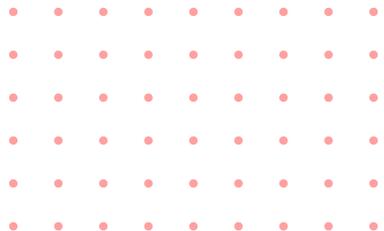


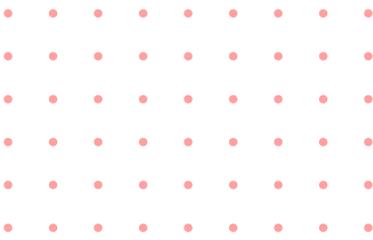
Google does not post a time frame of how long after someone leaves a new review it takes to show up. We have received notices that same day. Other times, Google has taken up to three days. It depends on how fast they can get to it.



HOW CAN I ACCESS MY REVIEWS?

Once your business listing is verified and claimed, you will be able to manage it from your 'Google My Business' app.





**RESPOND TO ONLINE
REVIEWS FROM YOUR
CUSTOMERS**

Periodically check review sites to check if there have been any reviews recently, and make sure you respond to each one. If a customer is taking the time to write a review - positive or negative - you can't ignore it.

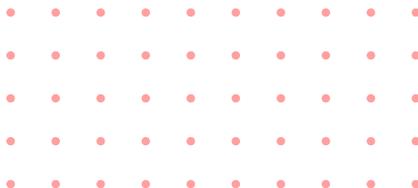
Thank you so much for
your review!



Be careful about how you respond to the customer. Check that your message and tone are on-brand. It's true that 89% of consumers read businesses' responses to reviews, so they will be watching how you react.



Thank the customer for their view, and where there are negative comments, offer to take this case off-line to investigate further. This shows you're proactive about giving good customer service and that you accept their views - and experience - seriously.



MANAGING YOUR BUSINESS REPUTATION



DELETING A FAKE GOOGLE REVIEW

Receiving fake reviews on Google's My Business profile is not new. Plenty of businesses have been getting hordes of fake reviews. Sometimes, it does get frustrating as a business owner to get the fake comment removed. As a business owner, you should try and get in touch with Google and request them to take down the fake review. The more fair and honest you are in your approach, the more success you will get.



Bill Winslow

1 review

★ ★ ★ ★ ★ a day ago

When it comes to deceit and greed, it's always difficult. But when it comes to options, it's always straightforward and easy.



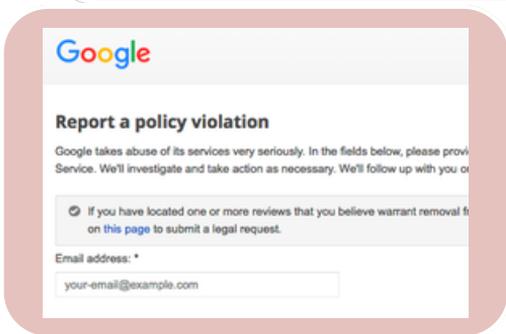
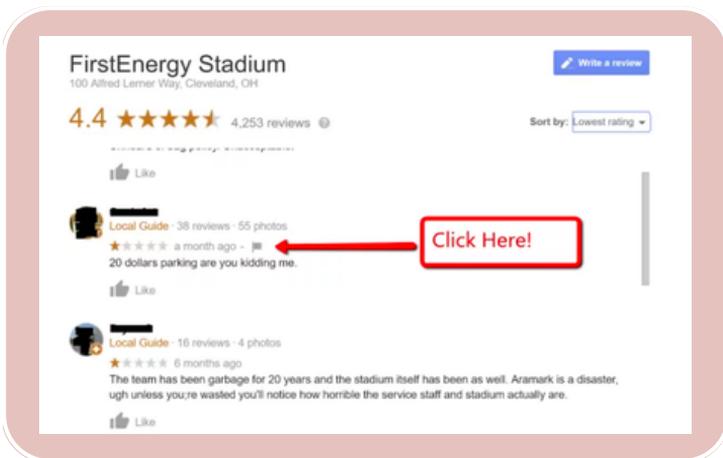
Response from the owner a day ago

We take all reviews seriously - however, there is no person associated with this review. Google has already taken this review down once. Unfortunately Google can not prevent it from popping up again. It has been reported again. So our team will stay vigilant in addressing all spam.

HOW TO DELETE A FAKE GOOGLE REVIEW

STEP 1:

The first step is to hover over the review, where you will see a flag icon. Click on it.



STEP 2:

When you click the flag icon, it will take you to the Report a policy violation page.

STEP 3:

Then, you should enter your company email address and select the Violation Type. Once you have reported the incident and if the review is actually fake, Google will automatically remove it.

ISOLATED INCIDENTS

In case of an isolated incident, as a business owner, you should reach out to the customer and apologize for the experience.

You can also ask them about the experience on call or by email. Try talking with the customer on priority because if you delay, there are good chances of others joining the party at your own expense.



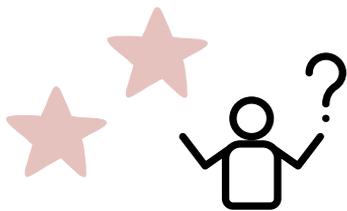
TAKE THE CONVERSATION OFFLINE AS SOON AS POSSIBLE. WHILE LISTENING TO THE CUSTOMER, MAKE A NOTE OF THE IMPORTANT POINTS THAT YOU CAN ADDRESS LATER.

OFFER THE CUSTOMER A GIFT CARD, A FREE MEAL, OR A REFUND.

THE COST OF **NEGATIVE** REVIEWS

STAR RATINGS

3.3 is the minimum star rating of a business consumers would engage with.



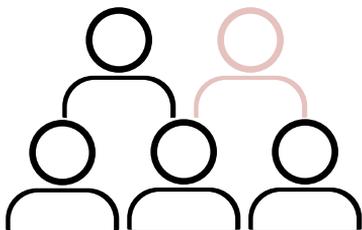
CONSIDERATION

Only 13% of consumers will consider using a business that has a 1 or 2-star rating

CONSUMERS

94% say an online review has convinced them to avoid a business

 **94%**



NEGATIVE RESULTS

Four out of five consumers have changed their minds about a recommended purchase after reading negative online reviews

CONSUMER REVIEWS ARE A WAY TO NAVIGATE THE TRUST ECONOMY

Google is (still) the top review site. Zero-click searches, which rose to 65% in 2020, mean more users than ever are reading Google reviews directly from search results.

92%

OF CUSTOMERS READ
ONLINE REVIEWS.

68%

OF CUSTOMERS TRUST A
LOCAL BUSINESS MORE IF
IT HAS POSITIVE REIEWS.

Companies aren't responding fast enough (or at all) to reviews. 53% of customers expect businesses to respond to negative reviews within a week. 1 in 3 have a shorter time frame of 3 days or less.

CUSTOMERS DON'T TRUST COMPANIES
WITH LOWER THAN 4-STAR RATINGS.
THE MOST COMMON FILTER APPLIED IS
TO SEE ONLY COMPANIES WITH 4-
STAR RATINGS AND HIGHER.

For help with your strategy or
content, reach out to us @



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